Mrs. LaDonna Martin, of Xenia, Illinois, who was crowned Illinois State Fair Barn Dance Queen during the WLS National Barn Dance broadcast from the Illinois State Fair on Saturday evening, August 9th. Mrs. Martin was finalist from the WMIX, Mt. Vernon, region.

Selecting the winners... and giving each due recognition... is traditional throughout midwest America during the late summer and early fall. From home, field and barnyard... farm, village and city... the season's best, from among the nation's finest, vie for top honors at State, Regional and County Fairs.

WLS participation in many of these events is, likewise, traditional. WLS talent and WLS services frequently contribute to the success and accomplishment of these great and typically American institutions.

For instance, the WLS National Barn Dance was broadcast from the Illinois State Fair for the thirteenth year on Saturday evening, August 9th. 12,627 people... close to an all-time record... paid to see their favorite WLS stars in action.

The WLS National Barn Dance, with its tremendous following, is still but one of many WLS programs and services that consistently reach the very heart and soul of America... the home and workshop of millions of the nation's most prosperous and progressive people.
The machinery industry in Kentucky, in 1939, boasted of 57 machinery manufacturers who produced and sold $11\frac{1}{2}$ million dollars worth of machinery. Since then the record of growth has brought the total to 122 machinery manufacturers who made and sold 239 million dollars worth of machinery in 1951.

Kentucky's dairy farmers also have rung up impressive gains in the past decade. In national rank, Kentucky is now 16th as a butter producer, 8th in cheese production, and 4th in the production of condensed milk. In 1951, milk production on Kentucky farms reached 2,368,000,000 pounds.

Go where there's GROWTH...

Go WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)
When you use WKMH... YOU GET RESULTS!

Here's the PROOF:

NORTH AMERICAN AIRLINES

August 18, 1952

Mr. George Millar
Radio Station WKMH
15001 Michigan Ave.
Dearborn, Michigan

Dear Mr. Millar:

During the past months we have been conducting a survey in order to ascertain the relative merits of our advertising media. We are happy to inform you that this survey indicates our cost per inquiry is lowest on WKMH.

The Detroit office of North American Airlines has shown a decided increase in business, largely due to the fine selling job WKMH has done in this market area.

Thank you for your kind co-operation in the past, and may we continue to enjoy a successful business relationship in the future.

Very truly yours,
North American Airlines

Robert S. Block
Detroit Manager

North American Airlines uses many radio markets, but when they want to sell DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio they buy...

5000 WATTS Daytime

WKMH

Represented by HEADLEY-REED

1000 WATTS Nights

Affiliated with WKHM Jackson, Michigan

Power...

KRLD-TV's superior picture and audio strength is demonstrated over and over again!

More Coverage Power
More Sales Power

KRLD-TV does not claim coverage of North Louisiana but voluntary statements from disinterested sources prove the greater efficiency of Texas' Most Powerful Television Station, channel 4, Dallas.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

The Branham Company, Exclusive Representative

TEXAS' MOST POWERFUL TELEVISION STATION
CLOSED CIRCUIT

MORE THAN 50 NBC radio affiliates understood to have returned, by late Friday, signed affiliation-contract amendments accepting network's new rate-and-discount structure (also see earlier story page 29). Target date for returns is today (Monday).

ATTESTING importance of radio-television in moulding of opinion is plan of Senate Internal Security Subcommittee to probe further into purported Red domination of Radio Writers Guild (B&T, Sept. 1). It's thought that executives of major networks and other organizations everywhere in so-called entertainment industry will be called when committee resumes closed door sessions. First explosive report states: "The series of hearings constitute just one facet of one phase of the work of the sub-committee which is conducting an investigation of Communism."

SIGNS appearing that next NARTB convention may bring repeat performance of historic 1948 code battle in Los Angeles, with 1953 version embracing both radio and television codes.

AS OF FRIDAY, CBS reported that all except two of its regularly-affiliated stations are now in fold on new network contract. Exceptions are WTVX (Formed by Group) and WIBM (WABC-TV, Atlantic City), and negotiations are in progress with John F. Hatt, president. Last week, it's reported, one-year contracts carrying 60-day cancellation period, received from Cowles stations (KRTN Des Moines and WNAQ Yankton).

NOW THAT way appears cleared for expedient handling of ABC-United Paramount merger, there's speculation about personnel changes once United Paramount takes over control of operations. Assured is continued status of Robert E. Kintner as president of ABC Division, with Robert H. O'Brien, presently secretary-treasurer of United Paramount, becoming executive vice president and second in command at ABC. Leonard H. Goldenson, bright young United Paramount president, becomes chairman of board of fused company, with Edward J. Noble, ABC board chairman, chairman of finance committee of new corporation.

RADIO celebrities at Mayo Clinic, Rochester: Wayman Crow, president of KOB-AM-TV, Albuquerque; and Time Inc. consultant, for routine checkup; Robert H. Hinckley, senior vice president of ABC, for minor surgery.

WHILE big space campaign of Broadcast Advertising Bureau to focus attention on saturation job done by radio is receiving plaudits of broadcasters everywhere, another national job is concerned there are reactions from some broadcasters on proposal that same display ad be used in local newspapers on ground that it plays into hands of press at local level.

SHORTLY to be announced will be sale of WLXW Carlisle, Pa., by Philip Matthews, sole (Continued on page 6)

STATION EXECUTIVES MEET WITH AP

COMMITTEE of executives representing AP radio stations will meet with AP executives in New York tomorrow (Tuesday) and Wednesday to discuss ways of improving AP radio relations. First order of business is selection of chairman. Committee members are: Matt Bonebrake, president KOCY Oklahoma City; Joe H. Bryant, president KCBD Lubbock, Tex.; Tom Eaton, news director WTIC Hartford; Daniel W. Kops, general manager WAVZ New Haven; Jack Krueger, news editor, WMJ Milwaukee; Les MacWhinney, news director KHJ Los Angeles; Jack D. Shelly, news manager, WBO Des Moines.

AP officials who will confer with committee include Kent Cooper, executive director; Frank J. Starzcl, general manager; Alan J. Gould, executive editor; Oliver Gramling, assistant general manager for radio, and John Apsinall, radio news editor.

STATE DEPT. APPOINTS MORTON VOA DIRECTOR

APPOINTMENT of Alfred H. Morton, former NBC executive, as director of State Dept.'s Voice of America, effective Oct. 1, announced Friday by Dr. Wilson Compton, International Information Administrator. He succeeds Foy Kohler, named to Secretary's Policy Planning Staff, as deputy to the U.S. Director of International Broadcasting Services [CLOSED CIRCUIT, Aug. 4].

Mr. Morton, who formed own TV station consultant firm (Alfred H. Morton Assoc.) last April, was vice president in charge of TV at NBC from 1938 to 1942. After service with RCA (1929-34), he was NBC program department manager and later vice president in charge of overseas stations. Mr. Morton also is former TV director of 20th Century-Fox Corp, and has been serving as special assistant to Mr. Kohler since Sept. 8.

COPYRIGHT COMMITTEE APPOINTED BY NARTB

NEW NARTB Copyright Committee named Friday by President Harold E. Fellows, with Edward Breen, KVFD Fort Dodge, Iowa, as chairman. Committee will consider copyright legislation proposed to Congress along with international copyright matters and relations with music licensing organizations.

Other committee members are: Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN North Platte, Nebraska; Joseph A. McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va., and James W. Woodruff Jr., WBRL Columbus, Ga.

BROADCASTING • Telecasting

BUSINESS BRIEFLY

RADIO SPOT BUY • Chase & Sanborn instantaneous coffee, through Compton Adv., New York, buying radio spots in 125 markets and television announcements in 60 markets with staggered starting dates, contracts to run from two weeks on some stations to 52 on others.

PINEAPPLE DRIVE • Hawaiian Pineapple, on behalf of its new frozen fresh pineapple concentrate, on Oct. 6 starts participation on Food Fair Five times weekly on WEEI Boston for 26 weeks. Firm also will use radio in New York, Columbus, Jacksonville, Miami and Memphis. As distribution opens up, market-by-market advertising campaign will be expanded. Agency: N. W. Ayer & Son, New York.

SOUTHWEST CAMPAIGN • General Foods (Corn-Fetti), N. Y., buying nine-week radio campaign using daytime minutes and breaks in 15 southwest markets. Young & Rubicam, N. Y., is agency.


SOPH CAMPAIGN • Lever Brothers (Lipton soups) placing daytime radio minute campaign starting Oct. 6 for six weeks through Young & Rubicam, N. Y.


NBC RADIO FOOTBALL

NBC Radio making coverage of 12-game college football schedule, starting Saturday and ending Dec. 6, available to affiliates for local sale of individual games, all games, or combinations. Bud Simmel, NBC co-op sales manager, announced games have been sold on 10 stations, six for full schedule, to such advertisers as Texaco Central Div. (WLNW Cincinnati), 7-Up Bottlers (KSD St. Louis), and Frontier Oil Refining Co. (WBEN Buffalo).

TELFORD TAYLOR RESIGNS

TELFORD TAYLOR submitted resignation as head of Small Defense Plants Adm. to President Truman Friday [B&T, Aug. 11]. He was credited by President with developing and putting into operation programs that "will be of great assistance in safeguarding the competitive position of small business in the period of mobilization for defense." Mr. Taylor is former FCC general counsel.

for more AT DEADLINE turn page

September 15, 1952 • Page 5
In this issue—

ABC reportedly is about to cut evening radio rates by 28%, in line with CBS Radio and NBC. It will mean a straight 15% discount in the compensation that affiliates get from the network. Page 85.

FIVE big advertisers will spend more than ever this fall in radio and television. Page 85.

TELEVISION is a prime topic on the agenda of the Theatre Owners of America annual convention beginning in Washington, D.C., today. Some theatre men figure to solve the TV problem by setting into TV themselves. More than 60 TV applications have been filed by theatre interests. Page 27.

TWO Macion radio stations file joint application for a TV station. It's considered a pilot case to settle policy of whether rival AM operators can unite in a common TV venture. Page 79.

WOV and WHOM, both New York, team up to coordinate their radio programming and go in together on applying for a TV station. Page 89.

EVERYONE is telling broadcasters to face the facts in setting radio rates, but no one knows what the facts are. Edgar Kobak, one-time president of MBS and now consultant, makes a plea for finding out the facts, a necessary prelude to facing them. Page 42.

FILM is assuming a more important place in television every day. Here's a report on present and future use of TV film by David Savage, manager of the WOR-B TV New York film department. Page 82.

HOW WIBW Topeka uses three-dimensional direct-mail pieces to put itself and Kansas on the map with timebuyers. Page 88.

TV grants and applications of last week. Page 80.

Upcoming


Sept. 15: BAB sales clinic, Little Rock, Ark.

Sept. 17: Texas Assn. of Broadcasters, Fort Worth.

Sept. 17: BAB sales clinic, Birmingham.

Sept. 19: BAB sales clinic, Atlanta.

(Other Upcomings, page 38)
All It Took was Yew...

...Yew-wood longbows, lofting a barrage of arrows at Agincourt, to bring the armored horseman down off his "high horse" and revolutionize the science of warfare. The French, despite a five-to-one superiority in numbers, were forced to leave the English in full command of the battlefield!

Radio KOWH, faced with the same odds in a six-station market, dominates the Omaha, Council Bluffs field, too—as proven by the Hooper averaged below for the ten-month period from October, 1951, to July, 1952. It takes a steady barrage of talent to capture that big an audience!

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru July, 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (July, 1952.)

[Graph showing station ratings]

"America's Most Listened-to Independent Station"

General Manager, Todd Sterz; Represented Nationally by The ROLLING CO.
AKRON'S TOP STATION

WAKR

TOWERS OVER AKRON

5000 WATTS ABC

Represented by Weed & Co.

Akron's FAVORITE Music Station

Top Rated "Dee-Jays"

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Office:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1023

IN THIS BROADCASTING

Agency Beat
AIi
SUNNiT RADIO
4000

CORPORATION

1919

ABC

by Weed

WATTS

AKRON'S A FAVORITE "Dee-Jays"

Akron's TOP Music Rated Top & Co.

THE Broadcasting Publications

James TORONTO: Copyright

man, and Vine, Zone

r

Central

rector; Kenneth ADVERTISING:

Bruce Robertson, Senior Associate Editor.

Famighetti, Dorothy

CIRCULATION AND

Slee, COSGROVE,

WESTON,

Production Manager; Harry

BUSINESS:
tary

ANTS:

John Lawrence Christopher, Technical Editor. STAFF: Harold Hopkins,

Managing

Abrams, Associate

JAMES,

EDITORIAL:

CC=

Upcoming

Telestatus

Strictly

Programs,

Our

Open Mike

On

Front

Film

Feature

FCC

FCC

Editorial

Allied Arts

Aircasters

Agency Beat

Washington

Executive,

numbers. Post

both

Annual subscription including

Annual subscription

Annual subscription

New Business

On All Accounts

Open Mike

Our

Respects

Program, Promotion, Premiums

Strictly Business

Telestatus

Upcoming

TELECASTING Starts on page 77

WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Mildred Young, Elwood M. She, Ernest Kanesiopoulos, Betty Jacobs, Jimmy G. Holden.

NEW YORK BUREAU
488 Madison Ave., Zone 22.
Place 4-8355. EDITORIAL: Bufus Crater, New York Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Muster, Liz Thackston. Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor B. Manning, Assistant to Advertising Di-

rector; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1.
Central 4-4745: William H. Shaw, Midwest Advertis-

ing Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28, 8Empstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, Empire 6-0775 James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Year-

Annual subscription to BROADCASTING or TELECAST-

ING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign post-

age. Regular issue: 56c per copy; 53rd and 34th issues: $1.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept. BROADCASTING or TELECASTING.

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: Broadcasting*—The News Magazine of the Fifth Estate. BROADCASTING* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.
"9,000 HOURS FROM 2 G-E TUBES SAVED WJBK-TV $1,140!"

Says Paul Frincke, Engineer of Detroit's successful Temple Avenue station owned and operated by Storer Broadcasting Co.

"We have a pair of GL-9C24's in our transmitter that show over twice the normal life for final-stage power tubes. They represent a saving—at current prices—of $1,140 for two replacement tubes we haven't had to buy!

"Right through the list—power tubes, rectifiers, and receiving types—G-E tubes are paying their way at WJBK-TV, and adding dividends in extra hours of life. Another gain is the fast tube service which local General Electric distribution gives us on a 24-hour basis. It's real on-the-air insurance to back up our spares. Put us down as 100-per-cent satisfied!"

That's mighty fine to hear, Mr. Frincke, particularly from the experienced engineer of a busy metropolitan station! General Electric distributors offer the same economy tube operation—the same alert and speedy service—to all AM, FM, and TV stations from coast to coast.

Phone your G-E tube distributor today! He has on hand the tubes you need, is anxious to serve you well in order to cement a business relationship that will profit you both through the years.

FREE TO STATION ENGINEERS!

"Essential Characteristics", a handy pocket guide to all receiving tubes in common use, is yours on request. Ask your G-E tube distributor for this reference booklet you'll use daily...hourly! Or write to Section A, Tube Department, General Electric Co., Schenectady 5, N. Y.

GENERAL ELECTRIC

BROADCASTING • Telecasting
THE GREATER PORTLAND AREA

where continued tremendous growth offers KGW-advertised national brand products the greatest listening audience in the Northwest!

MAYOR Morry Director of the Manhattan district declares, "KGW continues to be the leading advertising medium in this area with its proven merchandising plan and will always be the buyer's choice for listening popularity."

Radio still dominates this rich market! And KGW continues to dominate the radio medium in this Oregon-Southwest Washington area! KGW reaches more people, more often, than any other radio station in this area. This wide circle coverage plus program popularity and a successful merchandising program for KGW-advertised national brand products makes this the most desirable radio medium in the Columbian Empire! Reach the buyers you want to sell now with KGW, the pioneer station in its 31st year of continuous broadcasting!

Celebrating our 31st Year of Leadership and Community Service

KGW PORTLAND, OREGON
DRUGGIST John W. Towsey, Jr., Foster Road Pharmacy, says, "KGW-advertised products are first in sales. We all know the value of good radio audiences in selling a product, and here in Portland we know KGW delivers the largest radio audience."

GROCER Omer J. Ferguson, manager of the largest Safeway store in the Portland area, reports, "In our Foster-Manhattan district, KGW continues to be the voice of the people. You can't buy a better radio medium in the Portland area."

CLERK Jean Murray, asserts, "More housewives call for products advertised on KGW than on any other local radio station. They remember KGW for its outstanding leadership, prestige, popularity...truly the 'people's choice' in Portland."

JEWEler Samuel H. Rogoway of the Manhattan district, reports, "Successful merchandising plus the top radio audience makes KGW a 'must' for advertisers wishing to sell the Portland area. It is the outstanding choice of the people in our district."

LAUNDRYMAN Richard (Dick) Hatterick, owner-operator of Manhattan drycleaning business, states, "For our money you can't find a better way to deliver a message to the Portland area people than with KGW. It continues to bring us the largest audience with its program popularity and prestige. The choice in our area."

Foster-Manhattan....
Another outstanding Portland district where the people, business leaders and buyers alike, acclaim KGW the "People's Choice".

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.
JOHN T. SOUTHWELL, formerly with BBDO and Young & Rubicam, both N. Y., to Hirsch & Rutledge, St. Louis, as vice president and director of radio-TV.

ROBERT WECHSLER, public relations director of New York Mountain Hotelman's Federation, to public relations department, Anderson & Cairns, N. Y.

RHODA ROSENTHAL, assistant to general manager, WNBC-WNBT (TV) New York, to Rand Adv., that city, as director of television, in charge of all television production.

JOHN R. GILMAN elected vice president of Roy S. Durstine Inc., N. Y.


FAY R. TONDU and WENDELL P. PARKER to Ross Roy Inc., Detroit, on copy staff.

DAVID M. MIXTER returns to Benton & Bowles, N. Y., as assistant account executive on Maxwell House Coffee account, after tour of duty with Marine Corps.

THE ATTRACTIVE blonde strode with confident grace through the plain wooden door marked "Criminal Attorney" and confronted the occupant of the desk with a manner that told him clearly she "belonged."

And she did, too. The "attractive blonde" was no character out of Raymond Chandler fiction but a respected member of the office force of the famous law firm of Broderick brothers, New York.

Today the girl, Helen Martha Wilbur, is equally respected as chief radio-TV timebuyer for Doherty, Clifford & Shenfield, New York.

Miss Wilbur, a native New Yorker, was educated at Brooklyn College and Columbia University School of Business, and upon graduation from the latter school applied for and was accepted as a female functionary in the celebrated law office. There she learned more about life than she felt it was necessary to know, so she finally appealed to Columbia's Placement Service, which offered her rehabilitation in the shape of a job with the New York Times advertising department.

It was her first media post. After two years she qualified as a print expert and joined the advertising agency, Pedlar & Ryan, as an estimator on newspapers and magazines. A few years later she switched to the radio department and eventually worked her way up to the role of timebuyer.

In the spring of 1944 when five executives of Pedlar & Ryan broke away from the agency to form Doherty, Clifford & Shenfield, New York, she went with the new contingent as its one-girl time-buying department. Gradually the staff increased and Miss Wilbur was named chief of the division.

Among the radio and television accounts under her supervision are: Ipana Toothpaste, Ipana A. C., Vitalis and Vitalis hair cream, Mum, Borden's Instant Coffee, Welch Grape and Tomato Juice, the pioneer division of Borden's, Feen-a-Mint, Chooz, and Standard Milling.

Miss Wilbur lives at home with her folks in Scarsdale, N. Y. Her hobbies include reading mystery stories, sketching in charcoal, and gardening.
YOU GET THAT PERSONALITY TOUCH...

WMAL AM FM TV
THE EVENING STAR STATION IN WASHINGTON, D.C.

You get that personal-ity touch...

PLUS... with SHERMAN BUTLER,
Washington's "Mr. Music," who with 3½ air-hours per day, draws D.C.'s top D.J. ratings* plus 1,500 letters per month. In radio (Mon. thru Fri., 9 to 10 a.m. and 9 a.m. to 12:30 p.m.) Sherman's TV (Monday through Friday 2-2:30 p.m.) is providing happy sponsors with that PERSONALITY TOUCH is providing happy sponsors with that BONUS of product acceptance needed for MAXIMUM SALES RESULTS. So be happy, go Butler... go Sherman Butler today!

Call or Wire
The KATZ AGENCY, Inc.

or WMAL Sales Department

*August Pulse.

September 15, 1952 * Page 13
WHO PUT THE Punch IN THE BRUNCH?

* Punch did you say? Quite unusual—we agree—to have it at such an early hour of the day... for brunch! But the punch in this instance, happened to be the sales punch scored by WDSU for an exclusive New Orleans specialty store.*

* The details ran something like this: a special sale of women’s “Brunch Coats” was featured on radio spots over WDSU. An equal amount of money was allotted for advertising these coats in a competing medium.

* And what were the results? An impartial survey (by Audience Research Bureau, Inc.) showed that 91.7% of the customers who heard the news via WDSU made purchases. Only 46.2% of the customers attracted by the competing medium purchased the merchandise.

* And as if that isn’t proof enough... WDSU’s radio customers accounted for 44.6% of the total dollars spent, while customers of the competing medium spent only 21.5%!

* Dollar for dollar, WDSU adds extra punch (unspiked that is) to your sales picture in the “Billion Dollar New Orleans Market”!

* (Name and details on request)

Write, Wire, or Phone Your
JOHN BLAIR Manl

NEW BUSINESS

WILDROOT Co., Buffalo (hair preparations), will sponsor Tues.-Thurs. broadcasts of Titus Moody Speaking series, starting Sept. 29 on Mutual. Program will be heard five times weekly, 7:55-8 p.m. Agency: BBDO, N. Y.

VOICE OF PROPHECY Inc., Glendale, Calif., renewing The Voice of Prophecy on ABC radio, Sun., 9:30-10 p.m. EDT, for 52 weeks effective yesterday (Sunday). Agency: Western Adv., L. A.


NATIONAL BISCUIT Co., N. Y (Milken-Bone dog food), started alternating Tues. and Thurs. Mr. Information on 17 CBS Pacific Network radio stations, 4:30-4:45 p.m. PDT, for 39 weeks from Sept. 2. Firm also sponsors three weekly The World Today on same station line-up, 5:30-5:45 p.m. PDT, for 39 weeks from Sept. 1. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., N. Y. (Jello), renewes Frank Goss News on 16 CBS Pacific Network radio stations, alternating days, Mon. through Sat., 5:45-5:55 p.m. PDT, for nine weeks from Oct. 7. Agency: Young & Rubicam Inc., N. Y.

AGENCY APPOINTMENTS

REAL SILK HOSIERY MILLS Inc., Indianapolis, appoints Bozell & Jacobs Inc., Chicago.

AMERICAN CHICLE Co., N. Y., appoints Dillon-Cousins & Assoc., same city, to handle advertising in Colombia.

GARDINER Mfg. Co., Oakland, Calif. (Waterspike), and MARTIN CONSTRUCTION Co., same city (High-Pressure paints), appoint Ad Fried Adv., Oakland. Radio and TV are being used for former; radio only for latter account.

WHITEHALL PHARMACAL Co. appoints Cecil & Presbrey Inc., N. Y., for new chlorophyll deodorant.

HELENE CURTIS INDUSTRIES, Chicago, names Ruthrauff & Ryan, same city, to handle national advertising for Spray Net, Milky Shampoo and Shampoo Plus Egg. Broadcast media are used.


PIERCE BROS., Santa Barbara, Calif. (abalone processors), names Rocket-Lauritzen, L. A. Radio is being used.

DEMOCRATIC PARTY OF SOUTHERN CALIFORNIA appoints Leonard Shane Agency, L. A. Radio-TV is being used.


AD PEOPLE

LEONARD NELSON, associate editor, Apparel Arts, N. Y., to Prudential Insurance Co., L. A., as member of advertising-sales promotion staff.

WILLIAM H. HITCHCOCK, sales manager, Holsum Products Co., appointed sales and merchandising manager, Gettelman Brewing Co., Milwaukee.

Page 14 • September 15, 1952
why

WICC is tops in the RICH BRIDGEPORT NEW HAVEN MARKET*

- **WICC Promotion**
  Contest produced largest movie house for '52

- **WICC Merchandising**
  Complete Sponsor Identification.

- **WICC Personalities**
  Wallie Dunlap, (left) area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

  Bob Crane, (right) pulls 65% share of audience.
  (6-9 AM, Mon.-Sat.)

*For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY ADAM YOUNG, JR.
**feature of the week**

PayS to radio-advertise on the hottest day of the year — even when you are selling skid chains, snow tires and anti-freeze. At least that’s what a New England warehouse proprietor found to his great satisfaction.

He is John E. Cambria, better known as “Friendly Jack,” owner of a warehouse in Lowell, Mass. The station that did the job “out of season”—like selling refrigerators to Eskimos—is WCAP that city.

Last July when the temperature hovered around 100 degrees for five days running, Friendly Jack reasoned that if anyone had enough ambition to turn on a radio, a summer sale to dispose of his winterizing specialties would be in order.

He contacted WCAP for 100 spot announcements, to be aired strategically around the clock. Within a week, he disposed of cargoes of items and resold himself on radio’s pulling power.

While the idea was, of course, novel in its concept, Friendly Jack also offers a diversified line of other products, including radios, seat covers, paint, gasoline, oil and trucking transportation service.

Mr. Cambria has been successful in business for more than 25 years. A firm believer in advertising, he first used radio and newspapers alternately. In recent years, according to WCAP, Mr. Cambria has shown a three-to-one preference for the broadcast medium.

For Bill Warren, WCAP manager, the summer sale proved gratifying. Only a month before the July sale he convinced Friendly Jack he should use radio to advertise a raccoon coat for $5. A woman driving along in her car heard the spot and bought the coat literally before the echo of the announcement had died away.

Another series of 20 one-minute spots brought a sellout of auto seat covers in five days.

Friendly Jack now uses WCAP six days a week for announcements when he wants to call attention to big doings at the warehouse. He recently signed a 22-week contract with Gerry Cronin, WCAP commercial manager, for 3,000 spots.

Mr. Cambria’s idea, like his warehouse, is off the beaten track but, apparently, it pays big dividends to himself and to WCAP.

---

**strictly business**

**William Lindsay Wallace**, West Coast Manager of Adam J. Young Jr. Inc., station representatives, advocates strict adherence to the rate card and is quite rabid on the subject of “under the table” and special package deals entered into for business.

While Mr. Wallace, who headquarters in Hollywood, acknowledges that “maybe” some AM and TV stations should adjust their rates, he maintains that any station can be sold on a legitimate basis if it is worthy of staying in business.

Radio is still the greatest mass medium and when an advertiser buys station time he gets twice as much as that for which he pays.

*(Continued on page 54)*
This is Milwaukee... where WTMJ dominates

and here's why...

Diversified industry is the main reason why Milwaukee maintains top rank as one of America's leading markets.

Diversified local programming is the main reason more people in Milwaukee and in Wisconsin listen to WTMJ than any other radio station.

One example of listener pull: Annual early morning program promotion, a Gourd Give-Away, set a 1952 record of 23,435 packages mailed out.

Your Henry I. Christal representative will tell you, "You can't do a successful radio selling job in Milwaukee and Wisconsin without WTMJ, because only WTMJ gives you primary blanket coverage of 628,916 of Wisconsin's total of 968,253 radio homes." Ask him for all the facts on how WTMJ dominates in Milwaukee and Wisconsin.
Right Source

EDITOR: I have been reading your pages devoted to TV station grants and applications, and I would appreciate some information.

I want to keep in close touch with applications and grants and am wondering if I need to go to any source outside of your magazine? . . . If I can get everything in Broadcasting & Telecasting, no need for me to spend time or money searching elsewhere.

Will you give me the lowdown?

John Orr Young, Director

New York

[EDITOR'S NOTE: Mr. Young, co-founder of Young & Rubicam, can save his time and money. Complete and upto-the-minute reports of all TV activity at the FCC appear weekly in this publication.]

On the Map

EDITOR: I would like to express my personal opinion, which is shared by many other members of this agency, that your new map, "The Map of Telecasting 1952-1955," is one of the finest jobs of representation of television network coverage in this country that I have yet seen. The map is clearly drawn, easily studied and a pleasure to use in conjunction with television problems. My heartiest congratulations to you and your staff!

Ted Palmer

Lambert & Feasley Inc.

New York

Thank-You Note

EDITOR: Many thanks for the proofs of the "Strictly Business" sketch published in the Aug. 4 issue . . . I am deeply grateful for the honor bestowed upon me by your fine magazine.

Karl K. Vollmer

Associate Director of Marketing

Palaisuff Brewing Corp.

St. Louis

Happy Birthday

EDITOR: Sunday, Aug. 31, was the third anniversary of Price, Robinson & Frank Inc.

For us, these three years have meant important new clients—companies such as Reynolds Metals Co., the Tonic Co., Allied Chemical & Dye Corp. (Sweri Products Division), J. P. Smith Shoe Co. (British Walkers), and also new assignments from the Quaker Oats Co., one of our original clients.

We believe that our growth is the result of not only a good deal of hard work on our part but also the close cooperation and friendship of people like yourself. . . .

Clinton E. Frank

Executive Vice President

Price, Robinson & Frank

Chicago

Self Confidence

EDITOR: Much as we respect BAB and its ideas, we can't go along with its suggestion that we insert BAB prepared ads on the effectiveness of radio in our local newspaper.

If radio is so damned effective, why do we turn to newspapers to tell our story? We tell our clients they don't need newspapers; yet BAB asks us to set an example for . . . those very clients by scheduling a page or half-page ad . . .

We think radio is as good as BAB's ads say it is. For that reason, we're going to use radio.

Frank C. McIntyre

Vice-President-General Manager

KLIX Twin Falls, Id.

Full Disclosure

EDITOR: I was interested in your quotation from Welbourn Kelley's testimony before the McCarran-Walter committee investigating Communism, B&T, Sept. 1] as to the meaning of BBDO. I have been reading Broadcasting & Telecasting for a number of years now, and as far as I can recall this is the first time your publication has ever identified that agency by its full name. I suppose anyone who doesn't know what BBDO means has no business reading Broadcasting & Telecasting.

John W. Willis

Washington, D. C.

[EDITOR'S NOTE: B&T does not wish to be obscure, but other news would be crowded from the amplifier if Hatten, Barton, Durstine & Osborne were written as in every story mentioning that agency.]
"He'll stuff in those GLADIOLA biscuits until he can just hardly see..." Ah, the lilt in those honeyed words! This has been the basic pitch for GLADIOLA Flour on WFAA — and for fifteen years it's stirred the heart of the housewife who stirs up those light, fluffy GLADIOLA biscuits.

Fifteen years ago, the Fant Milling Company — millers of GLADIOLA — was a husky country youngster with lots of vision, plenty of courage, and an excellent product to sell.

"Lady, your man'll love Gladiola biscuits!"

news and whoop-de-do help Texas housewives agree...

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news — has been for many years! Add to this a walloping whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

Results? Today, more Texas housewives buy GLADIOLA flour than any other family flour!

Success? The Petry man sells it. Its call letters are WFAA!
Complete "Package"

It's all air-cooled!

1-kw UHF Transmitter, Type TLU-1B.

UHF Spring Hanger

UHF 4 1/2" Transmission Line

UHF 4 1/2" Mitre Elbow

UHF 3 1/4" Mitre Elbow

UHF Connector/Inner Conductor and Insulator

UHF 3 1/4" Gas Stop

UHF 3 1/4" Transmission Line

UHF Load and Wattmeter
WITH THE UHF EQUIPMENT and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you'll need for the power you use—show you a practical plan for a minimum outlay. Call him today.
Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here’s why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
ABC'S RATE CUT PLAN

By RUFUS CRATER

ABC was reported last week to follow the lead of CBS Radio and NBC by cutting its evening radio time charges an average 25% while boosting Mon.-Fri. daytime rates 5% but adjusting afternoon discounts to keep those charges at current levels. Morning costs go up about 5%.

The blueprint also was said to call for a straight 15% cut in the network's rate of compensation to its affiliates. This is the same figure set by CBS Radio and one percentage point above that proposed by NBC.

Top officials whipping the plan into shape were understood to be planning to put affiliation-contract amendments and explanatory letters into the mails to affiliates over the weekend, in hope of securing station approvals within a week and of effectuating the changes Oct. 1.

NBC Gets Acceptances

While ABC was in the process of becoming third of the four national radio networks to revise its rates-and-discount structure, NBC was beginning to get back from its affiliates acceptances of the plan presented them a week ago calling for similar changes [B*T, Sept. 8]. NBC officials hoped to have signed contracts from "substantially all" of their affiliates by tonight (Monday), and to put their plan into effect Sept. 29. CBS Radio's plan became effective Aug. 25.

As NBC officials awaited complete returns from affiliates (text of NBC rate letter, this page), anticipating no major turnovers, critics leveled fire on effects of the plan's extension of "continguous rate" benefits to nighttime programs of daytime strip advertisers.

Although affiliates at the network's Chicago "rate convention" the preceding week had felt the new contiguous plan "can't hurt us," because any business it attracts will be new, critics last week sharpened their pencils and figured the affiliate's "take" on a daytime strip program would be reduced considerably beyond its casual expectation for any day in which the advertiser added a nighttime program.

For instance, they said: An advertiser sponsors a quarter-hour daytime strip. Under NBC's revised station compensation plan, the affiliate's revenue from the network is cut back a straight 14%. But if the daytime strip advertiser adds, say, a weekly half-hour nighttime program, then, through the workings of the contiguous benefits plan, the affiliate's compensation for the quarter-hour daytime program on that particular day is reduced not by the straight 14% figure but by a total of 4.57%. On the advertiser's nighttime half-hour, these mathematicians estimated, the affiliate's reduction will amount to a total of 33.85% rather than the straight 14%.

Mutual, meanwhile, gave no indication it intended to move on the rate question immediately, although it was conceded that as a competitive matter changes would be in order. There was some speculation final action might not come before Sept. 30, when CBS' board meets.

William H. Fineshriber Jr., Mutual executive vice president, asserted that "we are studying the situation very carefully—we are not going to get panicky." He said the network has "many figure studies under way, but we have reached no decision yet."

ABC's plan, like those of CBS Radio and NBC, would achieve an average of about 25% reduction in evening radio time charges by increasing discounts rather than by cutting the published rate—although straight rate cuts of as much as 25% and even 45% were at one point considered.

Points at Divergence

Other features of the proposal were understood to contain several divergencies from the plans advanced by other networks, however. Among these were said to be: (1) Revision in Sunday afternoon discounts to bring the advertiser's cost for these periods down to a level approximating those of NBC and CBS Radio.

(2) Extension of the present "strip" preliminary compensation rates to include nighttime programs of the same sponsors, but on a more liberalized basis than the new daylight contiguous rate plan advanced by NBC.

(3) Increased weekday afternoon discounts to be made applicable to Saturday morning time, so that Saturday morning and Saturday afternoon charges become equal.

(4) Where NBC and CBS Radio boosted daytime card rates 11.1% to restore the 10% rate cut effectuated in 1951, ABC's 5% boost in daytime rates puts this portion of the ABC card 5% ahead of its pre-1951 level. This results because CBS and NBC achieved the 1951 reductions by a straight 10% cut in rates, while ABC (along with Mutual) made equivalent cost reductions through increased discounts but left the gross rates unchanged.

Under the ABC plan, it was learned, affiliates will share in the benefits of the boost in both morning and afternoon rates as well as (Continued on page 48)

FULL TEXT OF NBC LETTER TO AFFILIATES ON RATES

TEXT of letter sent by NBC to its radio affiliates last week spelling out proposed changes in the network's rates-and-discount structure [B*T, Sept. 8; also see story this page]:

"Gentlemen:

"The decision is made to the agreement between us for affiliation of station with the NBC radio network. This letter will constitute an amendment to such agreement effective when signed by both you and us.

"1. The network station rate for such station for periods between 8 a.m. and 6 p.m. is increased 11.1% (computed to the nearest dollar on a one hour basis) effective on the effective date of this amendment (subject to usual rate protection to advertisers). However, in view of the overall adjustments to advertisers, such increase will not be included in computing station compensation for any network commercial programs broadcast on such station.

"2. The station compensation for such station for all network commercial programs broadcast on such station shall be reduced by an amount equal to 14% of the station compensation otherwise computed in accordance with the affiliation agreement as amended.

"3. An advertiser using two or more contiguous periods of time of at least 15 minutes each for network commercial programs on such station on any one day may be given the benefit of the rate for such periods of time which such advertiser would have had if such periods of time had been contiguous, provided such advertiser purchases at least one such period of time for a minimum of five (5) consecutive days per week. In applying this provision, the periods of time of such advertiser on such day will be added together to determine the total time of such advertiser on such day. The rate applied to such total time will be the rate provided in the affiliation agreement for a program of the total duration of the separate periods. If the separate periods occur in different time classifications (such as day and evening) the charge for the period in each such classification will be in the proportion that the amount of time in such classification bears to the total amount of time. (e.g., an advertiser buys a morning half-hour period Monday-Friday and a night half-hour period on Wednesday, the total time on Wednesday is one hour and therefore the gross rate applicable to the advertiser is 100% of the hour rate. Since half of the time is at night and half in the morning, the rate applicable to the advertiser for the Wednesday evening half-hour is 50% of the daytime hour rate). Computing of station compensation as provided in the affiliation agreement as hereby amended shall reflect the application of the contiguous rate where an advertiser is given the benefit of the contiguous rate pursuant to the foregoing."

Very truly yours,

National Broadcasting Company Inc.

By

Vice President

"Accepted and agreed"

"This ... Day of September, 1952"

"By ..."
CITRUS BUY
Set for 17 Markets

FLORIDA Citrus Commission appointed purchase of a new radio program for use in 17 southern markets at a meeting Wednesday in Lakeland, Fla.

The 15-minute program, to be aired three times weekly, features a men’s quartet singing folk songs, spirituals and hymns. Program’s title was not disclosed.

J. H. (Jack) Vorhees, Lakeland representative of J. Walter Thompson Co., which handles the account, said the program is “wonderfully suited” for the southern area. The Commission already has authorized $50,000, or a quarter of its budget, to the southern and south central area, which represents a quarter of its market.

The 17 markets will be at Atlanta, Augusta, Ga.; Birmingham, Jackson, Miss.; New Orleans, Shreveport, Greenville, S.C.; Charleston, S.C.; Greensboro, N.C.; Canton, Miami, Memphis, Knoxville, Nashville, Chattanooga, Houston, Dallas and San Antonio. Stations will be announced in about 10 days. Only six southern markets were used last year.

Don Francisco, J. Walter Thompson Co. vice president from New York, who was at the Lakeland meeting, termed the program as the best buy. David Corey, also present from the agency’s New York office, said plans are under way for additional spot radio advertising east of the Mississippi.

The Commission revealed its Happy’s Party, Saturday morning TV show for children, originating in Pittsburgh to four markets, will cost $45,175 for its 17-week test period Nov. 6 to Dec. 27, with test and production costs $1,000 a week.

Commission manager Robert C. Evans and Mr. Francisco said the citrus group has an option to continue the TV puppet show in 13-week periods, with production costs to rise to $5,125,000 a week live or $5,000 on film. The Commission has an option to buy the show outright before July 1, 1954, for $300,000, Mr. Evans said.

RENUNES LICENSES
‘Racing’ Doubt Cleared

LICENSES of a group of stations put on temporary license early this year because of horserace programs were renewed Wednesday by the FCC. The licenses were removed from the hearing docket following evidence racing programs had been discontinued or curtailed.

Stations receiving renewals were KKWW Pasadena, Calif.; JBS and KSAN San Francisco; KYSM San Mateo, Calif.; WWBP-FM Miami, Fla.; WAAF-FM Chicago; WLAP Lexington, Ky.; WITM Baltimore; WBNX New York; WPQA Bethlehem, Pa.; WHB Providence, R. I.

The FCC also removed from hearing and granted application by WMIE Miami, Fla., for license to cover CP. It granted petitions of KLAC-1V Los Angeles, and WPIX (TV) New York involving as they involve removal from hearing of applications for licenses to cover CP.

Removal of the temporary license status for the 19 stations had been proposed by the FCC’s Broadcast Bureau [BST, Sept. 1]. Stations were said to have discontinued objectionable flash or running accounts of races.

Hills Buys ‘Ashton’

HILLS BROS, San Francisco, will sponsor Rush Ashton, effective Sept. 22, on 22 CBS Radio Pacific Coast stations (4:40-4:45 p.m., five times weekly). N. W. Ayer & Son, New York, is the agency.

JOINS K&E

OWEN & CHAPPELL Inc., New York, will dissolve and its officers and four major accounts will join forces with Kenyon & Eckhardt, New York, effective Nov. 1. The agency will mean an approximate $24 million worth of billing [CLOSED CIRCUIT, Sept. 8].

John H. Owen will become a K&E vice president and account supervisor while Charles Chappell will become a K&E consultant and vice chairman of the review board. O&C has a staff of 43 people, part of whom also will join K&E.

Effective the day the O&C is terminated, has been appointed to handle the advertising of four accounts now serviced by Owen & Chappell:

National Brewing Co. of Baltimore for National Premium and National Bohemian Beers (which spend approximately $700,000 in television); Browne-Vintners Corp., New York, for White Horse Scotch Whiskey; Frankfort Distillers Corp. of New York for Hunter & Wilson Whiskies; Renfield Importers of New York for Martini & Rossi Vermouths, Piper Heidsieck Champagnes, and Remy Martin Cognacs. Other accounts of Owen & Chappell amounting to about $400,000 are looking for new agency associations.

At a news conference last Wednesday, Mr. Owen explained that “60 days ago” he didn’t know anyone at K&E but that at that time he decided to join forces with the agency because he believed that although his agency has had its best year last year, the rising costs made it important for a small agency to join a larger one to absorb the increase. Having great confidence in K&E, he said, he called Thomas D’Arcy Brophy, chairman of the board, explained his project and emphasized that he wanted a “good place for my people and clients for me.”

Mr. Brophy explained to the group that this was not a merger or a purchase and that “no money had passed” between the principals, but that the clients and personnel were simply joining K&E.

FRANKLIN M. DOOLITTLE (l), president of WQXR-AM-FM New York, sign agreement by which WQXR program will be aired on WDRC-FM (see story, page 71).

Owen & Chappell

To Dissolve

Kids’ Show

NARTB Moves on Rate Cuts

NARTB took its first major step against rate-cutting practice last week with announcement by President Harold F. Ells that a Radio Standards of Practice Committee has been named [BST, Aug. 25].

The committee will study revival of the broadcast standards and go into the ethical side of rate-cutting in line with a directive from the NARTB board.

Named chairman of the standards committee is John F. Meagher, KYSM Mankato, Minn. [CLOSED CIRCUIT, Sept. 7]. Other members are William B. McGrath, WTHI Boston; Carleton D. Brown, WTAV Waterville, Me.; E. R. Vadenbo-cour, WSTR Syracuse; Walter W. White, WJIC Chicago, John W. Rembert, KRLD Dallas, and William D. Pabst, KFRC San Francisco.

First meeting of the new committee is help this autumn but no date has been announced. The session will be held prior to the NARTB Radio Board’s Nov. 20-21 meeting.

The broadcast standards, adopted in 1948 following clamors from civic and educational groups, are still in effect although the charge is made now and then that radio stations are ignoring widely the provisions.

Over 90 of the 100 U. S. television stations are conforming to the 1948 standards. The adoption last March 1. Both member and non-member stations are eligible to subscribe. The TV Code carries a seal of approval to promote transportation but the radio standards carry no enforcement weapon.

NARTB district meetings, now nearing the half-way point, have discussed the rate-cutting problem at length. Todd Stors, KOWH Omaha, aroused industry-wide interest in a proposal that a seal be adopted by NARTB for stations that stick to their rates.

NADA CAMPAIGN

Radio-TV Sales Seen

THERE may be a carload of business for broadcasters in the National Automobile Dealers Assn. “get-out-the-vote” drive, according to J. Saxton Lloyd, NADA head.

The NADA has instituted a national public service program of offering information to and from the polls in November.

Mr. Lloyd, himself a new car dealer in Daytona Beach, Fla., said that he has urged NADA members to use all the means at their disposal to make certain that the public is aware of the program.

For the benefit of dealers, the NADA provided record material, including a kit containing radio spots and video slides. Mr. Lloyd believes that broadcasters would find it worthwhile to contact local NADA branches.
**FIVE ADVERTISERS Launch ‘Biggest’ Campaigns**

By FLORENCE SMALL

FIVE important advertisers will be spending more money in more radio and TV markets this fall than ever before in the history of U. S. advertising, according to a special BROADCASTING • TELECASTING check of industry action last week.

Ranging the field from candy manufacturers to retail clothing, three of the quintet of sponsors will rely heavily on spots in a series of campaigns variously described by their originators as "the most ambitious" in their experiences. The two others will use network TV.

The clients include Robert Hall clothes, Peter Paul candy, National shoes, Scott toilet tissue, and Weston cookies.

Robert Hall has launched the "most ambitious advertising campaign" in the history of the 10th anniversary of the chain operation. The firm, which claims to be the heaviest retail user of radio advertising in the country, divides its $30,000 budget, with 50% applied to radio and TV and the other half to newspapers.

Jerry Bass, vice president of Frank B. Sawdon Inc., New York, agency which represents Robert Hall, reported the campaign includes spot announcements on more than 180 radio stations in 70 markets throughout the U.S. and 15 half-hour TV spots in each market before renewing its radio commitments.

Advertising throughout September will concentrate on special 10th anniversary sales values, he said.

Peter Paul Inc. announced its fall and winter advertising plans, in support of Mounds, Almond Joy and the new Mounds Miniatures, emphasizing a local impact.

John H. Tatigan, president of Peter Paul Inc., described the campaign as the “greatest localized-national advertising program in the history of the confectionery trade.”

Highlights of the promotion include local 5- and 10-minute radio news programs plus spot announcements in appropriate TV and newspaper and outdoor advertising areas starting at various dates during September.

In addition, Mr. Tatigan said his firm would use television following the same basic principle by building up its advertising in the respective urban and suburban areas starting at various dates during September.

Along with many veterans on the technical side of broadcasting, Mr. Bass said, is stepping up its use of all media in the biggest fall advertising push in the company's history.

The accelerated radio schedule in New York City now includes German, Spanish, and Polish broadcasts in addition to the English and Italian schedules previously used. National also continues sponsorship of its 10 a.m. Sunday Time for Adventure children's show on WNBT (TV) New York.

Inside New York City, the fall broadcasting campaign includes Syracuse, Gloversville, Newburgh, Boston, Poughkeepsie, Kingston, and Peekskill in New York State plus Asbury Park and Trenton, N. J., Danbury, Conn., and Pittsfield, Mass.

Scott's $30,000 Show

Scott beep, which has been absent from TV network in the past three years, effective Oct. 8 launches an estimated $30,000 weekly program entitled Scott Music Hall on NBC TV (Weekdays 8:30-9 p.m.). The show will have a variety format.

The budget for the television network show, it was understood, is "new" money. Firm sponsored Dione Lucas on CBS-TV about three years ago. Scott also used a short-term radio spot campaign this past summer. J. Walter Thompson, New York, is the agency.

Weston Biscuit Co., through W-Earl Bothwell (soon to be merged with Geyer, Newell & Ganger, New York), is contemplating a quarter-hour television network program for the first time in its history. The program—still in the negotiation stage—probably would be presented on part of the NBC-TV network. Final details are expected to be resolved within a fortnight.

**MBS POST**

**Popplee Quits as Engineer VP; Johnson Succeeds**

**RESIGNATION of J. R. (Jack) Popplee as vice president in charge of engineering for WOR New York, key MBS outlet, outlined Wednesday. He announced he will organize his own consulting concern, specializing in development and construction of new TV studios and transmitters for clients currently receiving construction permits.**

Mr. Popplee, who also has served as the director of engineering for the past 30 years of WOR New York, a major WOR outlet, has been a consultant to several TV stations, manufacturing companies and colleges.

Mr. Popplee's decision was made in a relationship that began Feb. 18, 1922—four days before WOR began broadcasting. He was WOR's first engineer and its first chief engineer.

In 1941, Mr. Popplee was appointed vice president and a member of the WOR board and in these capacities, he has directed WORM-FM-TV and facsimile engineering projects.

Mr. Popplee is credited with being one of the outstanding broadcast engineers in the country and one who has pioneered in the development of TV. He was an early explorer of the possibilities of FM and one of the pioneers in broadcasting FM programs.

In recent years, Mr. Popplee has been active in designing and directing construction on several post-war projects—building of the then WOIC (TV) Washington (now WTOP-TV) and consultant to transmitter at North Bergen, N. J., and its production building, Television Square, in Manhattan.

Along with many veterans on the technical side of broadcasting, Mr. Popplee learned the A-B-C of radio waves in the then 10th-teenager in Newark, where he was born Feb. 4, 1898.

Mr. Popplee studied electrical engineering at Newark Tech and before World War I led him into radio as a career. He served as an operator on commercial vessels and in the Army Transport Service during the war and this experience led to his affiliation with WOR in 1922.

Wide active in broadcasting and engineering circles, Mr. Popplee was one of the founders and a director of the Television Broadcasters Assn. and its president for seven years until its merger into the NARTB last year. He has also been a fellow and director of the Institute of Radio Engineers, executive member of the Engineering Committee of the NARTB, president of the Radio Pioneers, member of the Board of Directors of the Wireless Operators Assn. and a member of the American Television Society.

Mr. Popplee was named to the engineering department of MBS on November 1, 1945, was named director of engineering the following year. He was given much of the credit for development of Mutual's "Listenability," a new engineering coverage measurement. In February 1949 he was appointed vice president in charge of engineering and station relations.

Mr. Popplee is a graduate of the college of engineering at the U. of Cincinnati, Mr. Johnson served first with the FCC, starting as a monitoring officer but transferring in 1941 to the Broadcast Division of the Commission's Washington engineering department, where he became assistant chief of the Standard Broadcast Section. In June 1944, he was shifted to the operational research staff, office of the Signal Officer, War Dept., where he specialized in studies of antenna development and in propagation of radio waves.

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**SHOLIS NAMED To Assist Stevenson Drive**

**APPOINTMENT of Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, as executive administrative assistant to William Zurbitz, personal campaign manager for Adlai Stevenson. Mr. Sholis was announced last Monday by the Louisville Courier-Journal and Times station.**

Neil Cline, sales director of WHAS-AM-TV, will assume charge during Mr. Sholis' absence the next two months.

Mr. Sholis has been sales director of the station since November 1949.

As administrative assistant to Mr. Wyatt, who also hails from Louisville, Mr. Sholis will include in his duties the supervision of the Democratic Presidential nominee's radio-TV appearances. His leave of absence is slated to terminate Nov. 10.

The name of Mr. Sholis thus is another to be added to the growing roster of radio-TV personalities now active in the political campaigns [8:30-9 p.m.]. The show will have a variety format.

The budget for the television network show, it was understood, is "new" money. Firm sponsored Dione Lucas on CBS-TV about three years ago. Scott also used a short-term radio spot campaign this past summer. J. Walter Thompson, New York, is the agency.

Weston Biscuit Co., through W-Earl Bothwell (soon to be merged with Geyer, Newell & Ganger, New York), is contemplating a quarter-hour television network program for the first time in its history. The program—still in the negotiation stage—probably would be presented on part of the NBC-TV network. Final details are expected to be resolved within a fortnight.
AT&T Cost Data
Movie-TV Groups Ask Again

COMPLETING plans for sale and syndication of new and established film properties of NBC-TV Film Div. are (seated, 1 to r) Don Curtis, salesman; Richard Cohill, Midwest sales supervisor; John B. Cron, national sales manager; Robert W. Sernoff, vice president in charge of Film Div.; Stan Osgood, film production manager; Len Waragar, Eastern regional sales manager, and Bill Groening, salesman; standing, H. Weller Keever, salesman; Stan Yentes, traffic manager; Jack Kiermeier, assistant to Mr. Osgood; Robert Anderson, financial analyst; Jim Fuchs, sales trainee, and John Burns, salesman.

FISHER NAMED
Succeeds McLaughlin at ABC
JOSEPH FISHER, sales manager of WENR-TV Chicago, has been appointed manager of national spot sales of ABC's Central Division, succeeding the late Roy W. McLaughlin, who died last month [B+T, Sept. 1].

Mr. Fisher, who was named WENR-TV sales manager last April, will retain his present title for that station. He will direct local TV sales activity in Chicago and Milwaukee not covered by Blair TV Inc. named to represent nationally WENR-TV and WXZY TV Detroit [B+T, Sept. 8].

With ABC since 1944, Mr. Fisher joined the network's guest relations department before entering the service in 1944. He returned to the department in November 1946 and joined ABC-WENR's spot and local radio sales in February 1947. Two years later he assumed similar duties with ABC-WENR-TV. Last April he was named sales manager.

72-76 mc Report
TECHNICAL background report was released by FCC last week pertaining to the Commission's proposed rule-making proceeding to establish a new policy governing the assignment of certain non-broadcast fixed stations in the 72-76 mc band [B+T, Sept. 8].

Titled "Potential Interference From Operational Fixed Stations on 72-76 mc to Television Channels 4 and 5," the study was prepared by Arnold G. Skirwicth, chief, Technical Standards Branch; Harry Fine, chief, Low Frequency Propagation Branch, and William C. Beese, chief, Technical Research Div., and assistant chief engineer, all of FCC's Office of Chief Engineer. Copy of the study, T.R.R. Report No. 5.5.5, will be made available by the Commission to interested parties. FCC's proposed new rules make the non-broadcast stations involved responsible for alleviating interference to TV reception.

SMpte MEET
TV Papers Include NTSc Report

SERIES of television meetings will feature the 72d semi-annual convention of the Society of Motion Picture and Television Engineers, meeting Oct. 6-10 at the Statler Hilton, Washington.

Group of papers, arranged by the cover visual and sound techniques used in television. Joseph E. Aiken, Naval Photographic Center, Washington, is chairman of the program committee.

R. D. Chipp, DuMont Television Network, will present a paper at the opening session on film projection with image orthicon cameras, recalling experience gained in a 10-month experience at WABD (TV) New York. Frank Gillette and Louis Raitiere, General Precision Lab., New York, will discuss TV camera lens of variable focal length, described as having many superior features.

NTSc Data Slated
Work of the National Television Systems Committee in color TV, along with recommendations, will be presented by V. L. Lark, Filmex, Inc.; J. H. Haseltine Corp. J. E. Hayes, Canadian Broadcasting Corp., will describe television facilities of Canadian Broadcasting Corp.

Influence of echoes on TV transmission will be explained by Pierre Mertz, Bell Telephone Labs.

The Tuesday television program includes a review of work on dichroic mirrors and their light-dividing characteristics by Mary Ellen Widdop, RCA Victor Division. Ralph E. Lovell, NBC Hollywood, will describe time-zone delay of TV programs by use of kinescope recording, based on 35mm film for the picture and magnetic recording for sound. The technique is said to insure high-quality reproduction.

Mr. Lovell and Robert M. Fraser, also NBC Hollywood, will discuss devices employed in the kinescope recording process including exposure control devices and automatic control. The devices are said to take much of the guesswork out of kinescope recording.

John S. Auld, of the Signal Corps Photo Center, Long Island City, N. Y., will demonstrate the Signal Corps mobile television system, designed to explore utilization of TV as a tactical and training medium in the Army. TV cameras will be placed in the street near the trucks containing equipment and receivers will be distributed through the SMpte meeting room. A 6x8 foot projection receiver is included.

Lighting of live motion pictures for television will be illustrated by Kari Freend, of Desilu Productions, Hollywood. Ferens Fodor, of Filmcraft Productions, Hollywood, will explain a camera control system permitting motion picture cameras to be cut in and out of line as needed during filming of live program.

The process has a sync marking cue-track system simplifying film editing.

Sessions on film processing and an international symposium on high-speed photography are scheduled during the convention. Maintenance of 16mm equipment along with sound recording and reproduction sessions are scheduled. Concluding session Oct. 10 will deal with magnetic striping of film.

Duff Heads SWG Group
WARREN DUFF has been named chairman of the nominating committee of Screen Writers Guild by its executive board in Hollywood. Nominees are to be selected by Sept. 28 and the list mailed to SWG membership by Oct. 1. Serving on Mr. Duff's Duff are Ivan Goff and Howard Green (executive board), Valentine Davies, Marvin Borowsky, Leonard Spiegelgass, DeVallion Scott, Edmund Hartman, Curtis Keen and Agnes Bubfington (general membership).

RCA Thesaurus Series
RCA THESAURUS' annual football continuity series, Pigskin Parade, was sent to the transcription library's subscribers last week. First of the program's 10 quarter-hour scripts is scheduled to be launched Sept. 27.

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BROADCASTING • Telecasting
By J. FRANK BEATTY

THE nation's major theatre operators, hearn-coded by signs attendance is on the upgrade, open their annual convention in Washington today (July 15) with many exhibitors interested in ways to live with television.

Over 600 members of Theatre Owners of America and guests from related industries to seminars will hear hotel to tackle major problems affecting their commercial lives.

Owners of TV stations, holders of construction permits for new TV outlets and over a half-hundred station applicants come from the theatre industry's ranks. Mitchell Wolfson, president of WTVJ (TV) Miami and operator of Wometco Theatres, is president of the theatre association, with Gail Sullivan, executive director. Charles F. Skouras, National Theatre Amusement Corp., is chairman of the board. S. H. Fabian, Fabian Theatres, chairman of executive committee.

Several critical theatre industry problems involving Washington legislative and regulatory agencies will dominate the agenda, a factor that influenced TOA in holding meetings right at the source of many difficulties facing the exhibition business. Representatives of 10,000 theatres.

Seek Tax Repeal

High on the list of TOA projects is the industry-wide campaign to obtain repeal of the 20% federal amusement tax. This hatchet over the heads of exhibitors is a relic of World War II that legislators haven't seen fit to remove. TOA has a committee working on the problem and members are working at the grassroots level to acquaint congressmen and Senators with their story.

Next, TOA members are interested in television and what to do about it. On the convention agenda are items on FCC rules and regulations, all of which are working to improve service in the home and in the theatre. Their major problem is the government's "emission tax," a relic of television's infancy. The tax is expected to hit exhibitors even harder this year, for it is estimated that more than 700 exhibitors representing 10,000 theatres have applications pending for their FCC construction permits.

An important decision will center around the future of theatre television, with four-score theatres in 50 cities already approved to project TV programs. Consensus of exhibitors is that theatre TV is in its infancy. They cite fast growth in the past year along with program development of "selective communications" such as sales meetings.

As to TV's impact on the boxoffice, exhibitors have not studied this subject as a major item on the convention agenda. The matter probably will come up in informal panel and corridor discussions, judging by past TOA meetings. Most exhibitors accept television as a rival consumer of the public's time and money.

Movie and Allied Interests Owning or Seeking TV Stations

EXHIBITORS and related theatrical groups will become an important segment of the TV station ownership industry, should their applications receive FCC approval. More than 40 applications for TV stations have been filed by exhibitors, according to an analysis of FCC records by Broadcasting, Telecasting.

In addition, several existing stations are owned by theatrical interests and some recent FCC grants of TV construction permits have theatrical representation in ownership.

List of TV station applications, construction permits and existing stations, based on a study of FCC records, follows:

[At the end of each application listing is city priority status (group and number) by which FCC will handle that application, as set forth in the Commission's temporary processing procedure (B-T, May 26, April 14). Applications in Group A-2 (no present service) and Group B (various degrees of service, divided into sub-groups B-1, etc.) are being processed concurrently. All Group B cities are numbered consecutively, without regard to sub-group numbers. Other abbreviations: vhf—very high frequency; uhf—ultra-high frequency; ERP—effective radiated power; kw—kilowatts.]

EXISTING STATIONS

CHICAGO—WIXX (TV) owned by United Paramount Theatres (negotiations pending for transfer to CBS).

LOS ANGELES-KTLA (TV) owned by Paramount Pictures.

MIAHI—WTVJ (TV) owned by Wometco Theatres (Mitchell Wolfson), also holds interest in Florida-Georgia Television Co. TV applicant for Jacksonville, Fla.; Orange Television BAsset, Co., for Tampa, and Piedmont Electronics & Fixture Co., for Charlotte, N. C.

UTICA, N. Y.—WKTV (TV) owned by Kallet Theatres. (Also applicant for Buffalo, N. Y.)

TULSA—KOTV (TV) half-owned by J. D. Wither Fr., president, and 50% owner of Jack Wither Productions, and president and 60% owner of Wither TV Productions, both Los Angeles.

CP GRANTS

HONOLULU—Hawastan Theatres, Ltd., owned by Consolidated Amusements Co. Ltd. (50%); Honolulu Star-Democrat Ltd. (25%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (25%).

PRORIA, III. — West Central Theatres, Inc. (AP, 121), Nebraska, 13% stockholder in Theatre Enterprises Inc., Dallas (owner theatre in Kansas, Missouri, Nebraska, New Mexico and Texas) and 5.3% stockholder in Video Independent Theatres Inc., Oklahoma City (own theatres in Oklahoma and Texas), 5% in United States.


WINDSOR, Ill.—K-Type Radio Co., Ltd. (AP, 15), half-owned by J. V. Rosati, president, and 50% stockholder in City Theatres Inc., president.

UPPER MARLBORO, Md.—WJZ (TV), half-owned by National Broadcasting Co. (B.T., July 15), half-owned by National Broadcasting Co. Inc., president. Remaining 50% stockholder is Harry J. Locknet, Jr., president.

YONKERS, N. Y.—World Columbia, Inc. (AP, 122), 16% stockholder in Theatre Enterprises Inc., Dallas (owner theatre in Kansas, Missouri, Nebraska, New Mexico and Texas) and 5.3% stockholder in Video Independent Theatres Inc., Oklahoma City (own theatres in Oklahoma and Texas), 5% in United States.

TOA SIZES UP ITS TV PROBLEMS

At D. C. Convention

Mr. WOLFSON . . . heads theatre group

Mr. SULLIVAN . . . is executive director

Week's proceedings will be the trade show, featuring exhibits of equipment and services. A lineup of entertainment features has been arranged for delegates, guests and the public. Among attractions will be the theatre managers, executive employees, film salesmen, bookers, office managers and key executives from the entertainment fields.

Today's entertainment program includes Southern Hospitality Brunch and a film premiere. Topping Tuesday's entertainment is a convention breakfast, with a fashion show and lunch for women. A seafood dinner is slated Wednesday and the Thursday dinner winds up the convention program.

Women guests are invited to the White House Wednesday morning to meet President and Mrs. Truman in the Rose Garden. They will attend on a tour of the White House and embassies.

Presidents of leading Hollywood film studios have been invited to the TOA meeting. The list includes Harry M. Warner, Warner Bros.; Milton R. Rammill, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros Skouras, Fabian Theatres; Milton S. Goldsmith, Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet, RKO Radio Pictures; Barney Dalaban, Paramount; Harald Cohn, Columbia; Steve Broidy, Allied Artists.

Members of the FCC have been invited to take part in a number (Continued on page 56)
POStMASTER, PLEASE BE CAREFUL

By BEN LUDY
General Manager, WIBW Topeka and KCKN Kansas City, Kan.

THE MAN who presented himself at the offices of our advertising agency was obviously a business executive and also obviously curious. He introduced himself as the president of a large nail polish company.

"Would you mind telling me," he asked politely, "why on earth a radio station wants several thousand bottles of red nail polish?"

Although this incident happened in the early 1940's, the explanation of why a radio station (you guessed it—WIBW) needed a large quantity of nail polish goes back even further. The story really begins on a spring day in 1937, when several hundred executives in advertising agencies and advertising departments looked at their mail.

In that mail was a large envelope inscribed, "Enclosed is a small, useful gift—plus some valuable facts about how to sell Kansas!" The envelope contained a four-page folder, and attached to the folder was a plastic desk ruler. On the ruler and the folder were printed these words: "By the yardstick of LISTENERS ... WIBW is TOPS!"

This was the first of WIBW's direct mail pieces—the first in a long and consistent campaign that is still maintained to this day. The idea of direct mail was originated for WIBW by our advertising agency, The Carter Advertising Agency of Kansas City, and through the years The Carter Agency has continued to create and prepare for WIBW an average of six three-dimensional mailings a year. Refinements and additions to the original formula have developed, but the basic idea steadfastly remains the same.

FOUR of most effective mailings, judging on basis of reply cards returned and number of extra gadgets requested, are shown in this group.

WIBW began using direct mail 16 years ago. Top panel shows the first four in 1937. Desk ruler, lower right, was first "three dimensional" mailing.

SECOND year started with announcement of promotion of Ben Ludy from assistant manager to manager. Other early mailings are shown.

NEW Problems: new formats. Boxed mailings like this tea strainer, and pull matches were refinements of earlier folder format, proved successful.

When we used plastic holders—to hold red ear of corn—in a 1946 mailing, the copy tied in was, "The corn of Kansas Selling Problem too Hot for WIBW to Handle."

During the early years of the campaign, a single gadget was attached to each mailing, and no offer of free "extras" was made. About 1939 we began the practice (still continued) of sending extra gadgets free of charge to those requesting them. A postage-free business reply card attached to the mailing gives the recipient an opportunity to send for extra gadgets and/or to inquire about WIBW time availabilities. We think that the offer of extras both creates goodwill for WIBW and gives us a chance to check on the attention-getting power of our mailings.

Since WIBW pioneered this type of direct mail advertising, the early mailings not only caused considerable excitement but resulted in some unusual—and amusing—situations. The incident of the red nail polish is just one. As you may have guessed, the polish was purchased for a mailing, in a quantity sufficient to take care of both initial needs and anticipated requests. In those days the use of such products for promotional purposes was still very rare and the company president, being unaware of the real purpose of the order, evidently felt that he might have been overlooking a market opportunity—red nail polish for radio stations!

Since every executive is deluged with mail, one of the problems of any direct mail program is to make sure, first, that the mailing gets to the executive's desk and, second, that he opens and reads it. We have always been proud that so many people on our mailing list have written to say, in effect, "Over my desk pass countless mailing pieces, but yours is one of the few which do not go into the wastebasket."

An integral part of the WIBW campaign has been to produce mailing pieces that are well worth reading, and we have also made every effort to see that each mailing looks interesting, so that the busy executive will be encouraged to open it. As the WIBW direct mail campaign snowballed during the late 30's and early 40's, our

(Continued on page 108)
WOV-WHOM TEAM UP

(Also see story on WBJL-WNEX Joint Application, page 79)

IN WHAT is considered a highly significant move, two major competitors in New York's foreign-language broadcasting field teamed up last week to (1) coordinate their radio schedules and (2) jointly apply for a television station.

The alliances brought WOV and WHOM, two independents and veteran foreign-language broadcasters, together on a blueprint to broaden their combined program services to specialized radio audiences while their respective owners joined in an FCC application for a TV outlet which they would own on a 50-50 basis.

The announced plan for a joint TV application added impetus to the already developing pattern of "marriage of applicants" whereby local radio stations combine forces, for reasons of economics or channel scarcity, in seeking TV outlets.

The WOV-WHOM television application, prepared by the Washington law firm of Cohn & Marks and expected to be filed as early as next week, will seek the only vacant commercial channel allocated to New York — uhf Channel 31 — which the City of New York (WNYC) also is seeking. It is the only uhf commercial channel in the area, where seven uhf stations currently operate and one non-commercial uhf channel has been assigned.

The proposed TV station would be owned in equal shares by the Fortune Pope interests, which own WHOM and also publish the influential Il Progresso Italia-Americano, and the present WOV ownership, which includes President Richard E. O'Dea, Executive Vice President Ralph N. Weil, and Vice President and Program Director Arnold Hartley.

Their announced plans promised a "cosmopolitan" program service "differing in its entirety from that presently being offered to our respective TV reviewers." A substantial portion of the programs would be presented live, under the plan, with these balanced by film features not currently available to New York viewers.

They said WOV's Rome office has been arranging rights for such features from Western European producers and itself has started production of short subjects directed at specialized audiences.

Programming also would be directed at other important audience groups including in addition to the Italian and Hebrew WOV and WHOM have long been interested, and music as "the international language" would be stressed through a number of features.

The stations' radio programming plans provide for WOV to continue to emphasize Italian-language programming and to add evening hours in this language while WHOM develops its early-morning and Sunday Italian time but otherwise give primary attention to Spanish, Polish, German, and Negro programs.

No change in the ownership of the respective stations is contemplated.

Effective today (Monday), WHOM will start Italian programming at 7:30 a.m. and continue until 11:30 a.m., at that time advis- ing Italian listeners to WOV for further programs.

NEW EXECUTIVE POSTS ANNOUNCED

REALIGNMENT of the top executives of its radio and television divisions has been accomplished by the Edward Petry & Co., station representation firm, coincident with its appointment to handle sales for ABC's WFXA-AM-FM-TV New York, KECA-TV Los Angeles [B*], Sept. 8, 1].

Henry E. (Hanque) Ringgold, a vice president and director of the company and also general sales manager of the AM div., has been named to the general sales management of the TV div., while Larry Fields, formerly his assistant, has been appointed to succeed him as general sales chief for radio, it was understood last week.

In his new post, Mr. Ringgold stated that ABC's New York and San Francisco stations, as well as its Los Angeles television property, also became effective on that date. At the same time John Blair & Co. was named by ABC to represent its WZMY Chicago and WXYZ Detroit, while Blair-Took on representation of WENR and WXYZ-TV.

Arrangements for representation of ABC's only other owned station — KECA Los Angeles — had not been completed last week.

The changes became effective

HENRY LADNER
Former NBC VP Dies

HENRY LADNER, 51, president of Ballantine Labs. Inc., Boonton, N. J., and formerly administrative vice president of NBC, died Wednesday in Morristown, N. J., General Hospital.

Mr. Ladner was a native New Yorker who was graduated with an electrical engineering degree from Brooklyn Polytechnic in 1921 and with a law degree from New York U. Law School in 1935. He was with General Electric Co., AT&T and the Cruikshank Co. New York realty firm, before joining NBC's legal department in 1935.

In 1943 Mr. Ladner was named assistant general counsel of NBC and in 1948 was elevated to administrative vice president. He resigned from NBC in 1949 to take up private practice of law in New York for one year before assuming his position at Ballantine Labs., an electronics research firm.

Surviving is his wife, Mrs. Virginia Gibson Ladner of Boonton.

HARRY FOX, agent and trustee, representing some 460 publishers for electrical transcription purposes, last week sent a letter to all U.S. radio stations notifying them that if they buy the Standard library service under the new outright purchase plan, they will have to "obtain proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before they can use the Standard recordings on the air.

"Standard Radio Transcription Service, in essence, is to discontinue the monthly releases of its library service after October and to offer the library, complete or in part, to station operators on board a pay-per-play basis. The pay-per-play varies in accordance with number of discs each station buys as well as with the rental price previously paid by the station for the library service.

"Mr. Fox's office estimated that some 300 musical compositions for which he handles the mechanical (recording) rights are included in the Standard library. The only form of license now issued, it was explained, is the one which has been taken by Standard and the other library services, calling for an annual payment of $10 for each composition, which may then be used on an unlimited number of pressings and by an unlimited number of radio stations.

"Such a fee, amounting to some $4,000 a month, was prohibitive for a single station, and presumably a new type of license will have to be worked out for station use if the proposed 'outright sale' of the Standard library is to go through. Mr. Fox's office, however, said that no such new license is yet in preparation.

"Milton Blink, a top level executive of Standard, told BROADCASTING • TELECASTING Friday that the company had been advised by a "top copyright attorney" that it had the right to make an outright sale of its recorded library if it so wishes. The stations purchasing the library, Mr. Blink said, may not be liable for the mechanical rights fees but only for the performance fees paid to ASCAP, BMI and other performance right associations.

"where Mr. Fox would collect the annual mechanical license fees previously paid by Standard, Mr. Blink replied "that is strictly his problem."

A letter, dated Sept. 10, reads as follows:

"We understand Standard Radio (Continued on page 38)

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RATES may be cut and allocations reshuffled, but all radio-TV is convinced pulcritude is here to stay. Station promotion people submitted these '52 beauty contestants. While not one to squelch the finer things of life, B.T. offers its yearly Beautyrama with a word there'll be no more cheesecake until '53.

Top left—Louise Hayes, WAGA-AM-TV receptionist and “Miss Atlanta of '52” who placed second in the “Miss Georgia” contest; center—Iris Anna Fitch, “Miss Washington” in the WWDC-conducted competition; top right—Mrs. Gloria Heinz, “Mrs. Radio Cleveland of 1952” in the WHK contest.

MISS AMERICA
WOND Bows to IBEW Threat

BLACKOUT of the “Miss America” pageant in Atlantic City Sept. 8 was avoided at the last minute when WOND Pleasantville, N. J., withdrew its microphones following threat of IBEW workers to pull stage lights. WOND had set up facilities along with WMID and WPFG Atlantic City.

Don Rich of WOND said the dispute resulted from a complaint made to the union by Fred Weber, of WOND. Mr. Weber said WPFG had called attention of the local Central Trade Council, which participates in Atlantic City union negotiations, to the fact that the station's IBEW contract carried protective provisions.

E. M. Thompson, Convention Hall manager, informed WOND late Sept. 6 that auditorium electricians had been instructed to pull the switches if WOND opened its microphones. Mr. Rich said the station withdrew rather than embarrass the city and pageant. John Struckell, WOND manager, said the station had sold the broadcast to Motorola and Goodyear, asserting station's engineering staff is paid comparable with union scale.

BALFOUR JOINS IKE
Will Be 'Advance' Man

ROBERT L. BALFOUR, formerly with the Booth radio stations and Forjoe & Co., station representatives, has been named an “advance” man for Gen. Dwight Eisenhower, GOP Presidential candidate.

Mr. Balfour will travel throughout the country, setting up arrangements for the nominee’s speaking engagements [CLOSED CIRCUIT, Aug. 18]. Mr. Balfour was Illinois campaign manager for Harold Stassen earlier this year.

Now president of Protect-0-Seed Waterproof Paint Corp., Mr. Balfour was vice president and general manager of Forjoe in Chicago from 1949 to 1951. In 1947 he helped build and assumed management of WBBC Flint, Mich., one of three outlets owned and operated by Booth Radio Stations Inc. He also was vice president of Booth stations from 1947 to 1949 when he joined Forjoe. He left the station representative firm in June last year, going on special assignment for the Navy in Korea.

New KFAC Service

KFAC Los Angeles is now equipped to edit and revise already recorded commercial material to gear clients' messages to the station's serious music audience, Calvin J. Smith, KFAC general manager, announced last week. With the addition of two Model 300 Ampex Tape Recorders, Mr. Smith declared that commercials will be tailored, free of charge, to fit each client's need.

SUCCESSFUL summer marked the Columbus, Ga., Chamber of Commerce and affiliated Junior Chamber, as “Miss Georgia,” sponsored by Columbus Jaycee unit, won the “Miss America” title at Atlantic City.

Since Allen M. Woodall, WDAG Columbus president, became C. of C. president earlier in the year the Chamber has enjoyed these successful projects also:
1—Sunshine Biscuit Co. selected Columbus for $5 million plant.
2—Chamber's candidate for National Soap Box Derby won.
3—Jordan High School, Columbus, won national band championship at American Legion convention in New York.

Mr. Woodall and “Miss America”

RATING STUDY
Work on ARF Plan Underway

WORK on a "detailed overall plan" for the Advertising Research Foundation's study of the controversial subject of radio and TV rating methods is underway, President Edgar Kobak reported last week in the ARF September newsletter.

E. L. Deckinger of Biow Co., heads the committee in charge of the study, expected to cost about $25,000. Other members of the committee, which met in late July and has been split into four subcommittees, are working on various phases of the overall planning, are Hugh M. Beville, NBC; Harper Carraine, CBS Radio; Wallace T. Drew, Bristol-Myers; Gordon A. Hughes, General Mills, Fred B. Manchee, BBDO; J. James Naile, Dancer-Fitzgerald-Sample; Richard J. Puff, Mutual; Oliver Treys, ABC, and G. Maxwell Ulle, Kenyon & Eckhardt.

To meet the estimated $25,000 study cost, BAB has contingently earmarked $15,000 as radio's contribution, with the rest expected to come from the television industry.

Mr. Kobak reported that ARF, reconstituted a year ago, had grown from two subscribers at that time—American Assn. of Advertising Agencies and Assn. of National Advertisers—to a total exceeding 150 now and, "We hope to top the 200 mark in the next few months."
PACIFIC NORTHWEST'S BEST SALESMAN!

NATION'S TOP PULSE-RATED INDEPENDENT

SEATTLE'S FIRST STATION
IN OUT-OF-HOME LISTENING

Pulse, Inc. surveys
In-Home, May-June, 1952
Out-of-Home, July, 1952

SEATTLE - TACOMA, WASHINGTON
50,000 WATTS --- 1090 KC
JOHN BLAIR CO. - National Sales Representative
OTTO BRANDT - Vice President & Gen. Mgr.
LIBEL RELIEF

BROADCASTERS were urged Thursday by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, to ask Congress to amend Sec. 315 of the Communications Act, covering political broadcasts.

Speaking at the NARTB District 14 meeting at the Cosmopolitan Hotel, Denver, Sen. Johnson said the Horan proposal to give broadcasters relief from political libel was dropped from the McFarland Bill (now law) because no hearings were held on the subject. William C. Grove, KFBC Cheyenne, Wyo., District 14 director, presided at the Thursday-Friday meeting. Wayne Coy, KOB Albuquerque, former FCC Chairman who was to have joined Sen. Johnson in a discussion of radio regulation and legislation, was unable to attend. He is at the Mayo Bros. clinic, Rochester, Minn.

Sen. Johnson said he did not feel radio-TV coverage of Congress was a legislative problem. He found opposition to the telecast and telecast of witnesses when serious charges are involved but agreed it would be proper if the witness did not object.

Speaking of political broadcast rates, Sen. Johnson declared some stations were charging double for such programs, and sometimes such rates were highest on the station's books. Candidates with "large cash resources" could pay high rates, but said the market would not afford them.

McFarland Law

The McFarland Law is not perfect, he said, but he believes it will work out. Later he told BROADCASTING • TELECASTING the objective of the legislation was to clarify and speed up FCC action and bring about better relations between Commissioners and the staff. He said he had heard, via the grapevine, however, that some persons are fighting the new law and are giving it "unsympathetic observance."

Congress isn't interested in personnel problems of the FCC, he said, but in giving good service to the public.

The entire act is "a trial and error experiment," he said, and the original objectives will not be abandoned "because some one feels it is cramming his style." He hoped for a "sincere and honest administration" of the law.

Ewing:

Washington attorney and special counsel for NARTB's special committee studying proposals to amend FCC opera-
tor requirements, reviewed developments in that field. NARTB President Harold E. Fellows reported to the membership on association affairs.

WREC MILESTONE

Outlet MARKS 30 Years

WREC Memphis celebrates its 30th anniversary today.

The station, now on 600 kc with 5 kw, began life as a 10-watter in Coldwater, Miss., some 40 miles south of Memphis on Sept. 15, 1922. It continues to operate under the call letters of KFNG. In 1923, at the request of the Secretary of Commerce, the call letters were changed to WREC, which stood for the Wooten Radio & Electric Co. In 1924, the station was moved to Memphis. It has been a CBS Radio affiliate since 1930.

Throughout the three decades of its existence, the station has been owned by Hoyt B. Wooten, who today serves as general manager. Other staff members include Hollis R. Wooten, commercial manager; Roy Wooten, program director; Jack Michael, promotion manager, and Wilson Raney, chief engineer.

WILSON EWING

Held KWKK, KTHS Posts

WILSON EWING, 50, vice president and a director of KWKK Shreveport and a director of KTHS Little Rock (formerly at Hot Springs), died last Monday at Monroe, La., after a heart attack the previous Friday.

Also chairman of the board of the Shreveport Times and the Monroe News-Star and Morning World and editor-publisher of the Monroe newspapers, he was elected to the board chairmanship and the death less than four months ago of his brother, John D. Ewing, on May 17 [B*T, May 26]. The latter was president of KWKK and KTHS, editor - publisher of the Shreveport Times and president of the Monroe publishing firm.

WTNJ LICENSE

FCC Rescinds Revocation

FCC has given WTNJ Trenton, N. J., a clean bill of health, rescinding a 20-month old order which had revoked the station's license for alleged unauthorized transfer of control and other practices.

The Commission rescinded its order of Dec. 20, 1960, covering WOAX Inc., licensee of WTNJ Trenton, which had transferred control of the station from WTNJ Trenton, Inc., to its own person.

When it was issued, the FCC order had found that WTNJ Trenton, Inc., had assumed control over the station since its licensee, WOAX Inc., had transferred to its own person.

The FCC also found that WTNJ had filed an application under which Mr. Olsen was to become operator of the station and stockholders through transfer of 65 shares from the Loews.

William T. Pickering

FUnERAL services for William T. Pickering, 64, president from 1933-45 of Heints, Pickering & Co., Los Angeles advertising agency, and more recently publisher of Sea Magazine, were held at Pasadena, Calif., Sept. 10, with burial at San Gabriel cemetery. Mr. Pickering died Sept. 6. His wife, Margaret, survives.

Everything to Gain

WWDC Washington has an all-news and music show, Night Beat, with Jack Rowzie, an ex-cop, as m.c. Show has a standing practice of sending $1 to listeners who call in an usable news tip. Best news tip of the week gets $1. Last Wednesday A. Leo McGreery, night manager of WWDC, Washington, was robbed of $7. He called police, then WWDC. Prize money $1. A few minutes later police arrested a suspect. Mr. McGreery, being a witness, was informed immediately. He called WWDC again. Another $1. The police decided that Mr. McGreery had turned in the best news tip of the week and awarded him another $5. Result: McGreery had received full out a $9, he was still hopeful police would recover the original $7 from the arrested suspect.

PLANS for CBS Radio's fall program promotion campaign were outlined in New York fortnight ago by these network executives standing before a display of CBS Radio talent pictures (1 to r): W. Eldon Hazard, CBS Radio sales manager; George Bristol, director of sales promotion and advertising; John Karol, vice president in charge of network sales; Louis Hausman, administrative vice president; Adrian Murphy, CBS Radio president; Charles Oppenheim, administrative manager for sales promotion and advertising, and Lester Gottlieb, vice president in charge of network sales. Keynote of fall drive is "Whenever You Do, You Enjoy It More With Radio," with promotion aimed at selling CBS Radio's program lineup as well as network and affiliated stations and radio in general. Clinical was in New York [B*T, Sept. 8].
Why do some songs lead the parade — and remain popular throughout the years?

Why do other songs flare up like a rocket — and then fade into oblivion?

Nobody knows the answer. Popularity cannot be predicted. The man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

*But, Mr. Showman — you don’t have to pick hit songs in advance!* 

Impartial surveys show that ASCAP composers and authors wrote 9 out of 10 of the top tunes over the past 10 years. Your ASCAP license assures your patrons of being able to hear the music they demand — the tunes that are tops in listener appeal — *today — tomorrow — always.*

A single ASCAP license gives you the right to use quality music — the music that continues in popular demand. These are the tunes created and published for you by the more than 2,500 composers and authors, and 450 publisher members of ASCAP.

Your *ASCAP* license is the smallest item in your entertainment budget. Yet it brings you the biggest return in customer satisfaction and goodwill.

Give your patrons the finest music available — give them *ASCAP* Music.

*This is the third of a series of advertisements telling the story of ASCAP*
ABC-UPr MERGER
DuMont Sees Threat

IF the merger of ABC and United Paramount Theatres is approved, that network might engage in "clee- th9n" sales to force clearances from TV affiliates through its radio network and theatre ownership services. So implied Allen B. DuMont Labs. in proposed findings submitted last week in connection with the FCC's investigation of its control issue (see main story). Some idea of how DuMont feels about the proposed merger, which it strongly opposes, is given during the seven-month hearing, which was concluded in the following words in its brief last week:

"During the next few years all types of TV outlets and particularly vhf outlets will be scarce in major markets throughout the nation. There will not be enough stations to simultaneously accommodate the demands of networks. Under similar circumstances during the early days of television networks, including the American Broadcasting Company, which also operated standard network broadcasts whose standard broadcast affiliates became operators and owners of television stations, there was an advantage in securing clearances for television programs with simultaneous clearances for TV program quality, but based in larger part on the standard network's volume of sales in the standard broadcast network time sales. Should the Commission permit the proposed merger of United Paramount Theatres and ABC, the hydra-headed combination will own an entire standard broadcast network, a television network, and the largest number of television stations in United States could add new restraints to competition in the television market. The ABC television network division of the proposed merger has not very clearly its television program- ming and scheduling policies for the"...".

Paramount Stock Interest Argued at FCC

Paramount's Stock Interest Argued at FCC

Paramount's holdings as far back as 1936 are involved in the current wrangle with the FCC over DuMont's request for permission to acquire a controlling interest in United Paramount Theatres. Paramount has been a strong supporter of DuMont in the past, and has always maintained that DuMont's interests are in line with paramount's interests.

The Commission held that UPT was an offshoot of Paramount Pictures, which was a licensee. It therefore denied the DuMont's request for severance of the control issue from the rest of the Paramount case and for revocation of FCC's Aug. 1 opinion.

FCC's Opinion Cited

In its Aug. 1 opinion, the FCC ordered the hearing examiner to disregard evidence of Paramount's anti-trust activities which antedated August 1948. This was after ABC, UPT, Paramount Pictures and CBS petitioned the Commission to speed up the hearings.

DuMont's proposed findings were filed by attorneys William A. Murphy, of Detroit, and Morton E. Glass, of Robert A. McNarn; Paramount's, by Paul A. Porter and Reed Miller, of Arnold, Fortas & Porter; Broadcast Bureau's, by Frederick W. Ford, Max D. Pauling and James O. Justina. 

BOSTON SQUABLE
TV Induces Stormy Session

A BITTER political squabble erupted last week over telecasting of a special session of the Massachusetts legislature. The special session had been called to consider repeal and revision of pension and lunch and travel allowances for legislators. Rep. Charles A. Murphy of the "special privilege" legislation whished through in the closing hours of the 1962 session.

In a pool telecast, WBZ-TV and WAGM-TV broadcast the 90-minute afternoon session by Gov. Dever.

After the session had recessed, the burning question became whether or not the budget, which the governor had proposed, should be adopted. The "special privilege" legislation was passed by the House, but the Senate voted to disapprove it.

Rep. Robert F. Murphy, Democratic floor leader, offered an amendment to the bill, which was defeated. The amendment would have allowed the Senate to override the governor's veto. The amendment was defeated by a vote of 26-24.

The amendment was offered by Rep. Charles A. Murphy, who had been one of the chief advocates of the legislation. Murphy said that the legislation was necessary to prevent a crisis in the state's unemployment program.

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The amendment was defeated by a vote of 26-24.
Remember the thrilling mystery story . . . "7 Keys to Baldpate"? . . . and the amazing and captivating circumstances surrounding the holders of each key? Well, if you’ve read the story fine, if not, forget it, for I have a story to tell you that will keep you awake day and night, packed with all the suspense of any first rate thriller.

There’s a station up in Maine, call letters . . . WIDE . . . right in the heart of that State’s resort area, plus a prosperous year-round manufacturing payroll from the famous textile plants of Pepperell, Bates and Saco-Lowell. Last year's retail sales $30,000,000. And then there’s . . . WHLM . . . in Bloomsburg, Pa. right smack in the center of a rich manufacturing and agricultural area. Such famous plants as Magee Carpet Co., American Car and Foundry, Wise Potato Chips and the widely known Bloomsburg Fair are located in this trading area.

Traveling over the mountains and through the beautiful Cunningham Valley, we come to Hazleton, Pa., Where . . . WAZL . . . is located in Pennsylvania’s highest city of wealthy anthracite mining and manufacturing plants. This station from 8:00 in the morning 'til 10:30 at night gives you 70% of the radio listening audience. The final key that unlocks a wealth of thrilling sales results for the advertiser is . . . WHOL . . . located in prosperous, progressive Allentown, Pa. where there’s a payroll every day from any one of the hundreds of industries in Lehigh Valley . . . Bethlehem Steel Co., Mack Trucks, cement, paint, rugs, textiles, tools, etc., plus a rich farming area.

Any one or all of the keys on my ring will open unlimited sales for your client’s products. Sales results are no mystery to us, we produce the thrillers.
help absorb the evening cut. Their daytime increases and evening reductions are not put in to the 15% figure for overall reduction in compensation, it was said.

On this point, NBC's plan calls for a 14% cut in station compensation, which rates not sharing in the increased daytime rates to advertisers (actually, as a result of adjusted discounts, NBC morning charges will go up 4% while afternoon costs are not changed). CBS Radio's plan calls for about a 5.5% increase in daytime charges to advertisers, this to be passed along to affiliates while the network absorbs the remainder of the 11.1% daytime card rate hike.

Taking into consideration this 5.5% increase in station compensation when it becomes effective next February (when the daytime rate increases take effect for current advertisers), it is figured that the 15% reduction in compensation to affiliates' compensation will average out at about 14.9% for the full year.

No Affiliate Meet Called

In another departure from both other network systems, ABC officials decided against calling a general meeting of all affiliates to acquaint them with details before soliciting their acceptance. Where their revised plan was "inevitable" that the network must "get competitive" with NBC and CBS Radio, and that the affiliates are aware of the fact. Thus, they feel attendance at a general, special meeting would be an unnecessary expense for the stations—and that more can be accomplished, in any event, at the smaller, annual regional meetings with affiliates, which start Sept. 29.

The network accordingly was preparing to distribute the revised contracts, with accompanying explanations, over the weekend. Today, the stations are to be notified personally by ABC officials in a conference call. Affiliates are asked to put the signed contracts into the return mail not later than Friday.

The first of the regional meetings—which are not being held for the sole purpose of rate discussions, although rates obviously are expected to be an important part of the agenda—is slated to be held in Hollywood Sept. 29 for West Coast and mountain states affiliates. The rest of the schedule has not been completed, but about a half-dozen sectional sessions are contemplated, following previous years' custom.

The revision in Sunday afternoon charges, it was understood, would put these rates to the advertiser at 52.50% of the evening rate for the first 30 minutes, 50% of the time for the first 60 minutes, and 100% of the evening rate thereafter. By comparison, the ABC rate on Sunday heretofore has been two-thirds of the evening rate for the period from noon to 4 p.m. and three-fourths of the evening rate from 4 to 6 p.m., with 100% applying after 6.

The new ABC Sunday afternoon rate, it was said, would compare with NBC and CBS Radio's straight 50% of the evening rate.

The extension of the "contiguous" rate system—like NBC's—would give the contiguous concessions for day and night programs sponsored by the same advertiser. But where NBC requires the advertiser to sponsor at least a quarter-hour program Mon.-Fri. before being eligible for the contiguous rate on a program in the opposite section of the broadcast day, ABC's plan will require only a day and a night purchase on the same day. In the case of both NBC and ABC, the advertiser must be at least 16 minutes in length.

Where NBC currently has no advertiser eligible for the additional extensions of its new plan—that is, no current daytime strip advertiser also sponsors an evening program—ABC radio does have. Sterling Drug sponsors My True Story across the board in daytime, and also has signed for Mystery Theatre on Wednesday night. Also General Mills will get some additional benefits under the ABC plan.

The overall blueprint, it was understood, was settled upon after lengthy deliberations in which serious thought was given to achievement of the nighttime reduction in charges via a straight cut in card rates. There was discussion of cuts ranging as high as 30 and 45%—with discounts adjusted downward so the advertiser's cost would still have been cut about 25%—but in the end it was decided to follow the CBS and NBC lead and reduce by an average of around 25% through additional discounts.

**FILM SCORING**

Producers-AFM Reach Pact

INDEPENDENT Motion Picture Producers Assn. has accepted terms of a new contract now being drafted by the American Federation of Labor, it was announced yesterday.

Under the new contract, the producers may release their motion picture contracts to any one of the following: each original musician 50% of the current picture-scoring salary scale, which is $25.

AFM had hitherto insisted upon full pay for recording of musical tracks. With this threat removed, it is expected that many old movie films will shortly be released to video.

The new contract contains also a provision for a 5% trust fund royalty formula, to be paid by the distributor or producer, should the producer negotiate his film sale directly.

**U.S. JOB SPOTS**

'Politics,' Says Candidate

WCBS-TV New York last week cancelled three public service announcements by the U. S. Civil Service Commission designed to assist recruiting of personnel after a New Jersey political candidate protested they constituted "political propaganda."

Craig Lawrence, station manager, said the cancellation would be in effect only for the rest of the present political campaign and was ordered because the films might "prove too controversial." He disagreed they constituted "political propaganda," as was charged on Monday by Alexander J. M attitude, Republican candidate for Representative from New Jersey's 10th Congressional District.
Just released...

a comprehensive survey

of adult radio-television

listening habits in New England...

compiled by Dr. Forest L. Whan

A partial list of contents

Ownership of multiple sets in the home
Rooms in which sets are located
Simultaneous use of radio and TV
Share of audience going to radio and TV,
by quarter-hours
Stations preferred for news, weather,
early morning entertainment, auto listening
Ownership of automobile radios
Car radio ownership by counties
Use of car radios, different days of week
Recalled use of time spent with various media
Media preferred for broadcast news
Location of TV sets, by counties
Extent of TV reception
Size of the daily television audience
Share of audience by stations
Homes equipped to receive FM
Location of FM sets by counties

This complete, fully documented, up-to-date report is of
tremendous value to advertisers interested in New England sales.

Copies are limited but you may see one by getting

in touch with Free & Peters, NBC Spot Sales, or

WBZ/WBZ-TV

BOSTON

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV:
for WBZ-TV, NBC Spot Sales
BANKERS TRUST
Names TV Loan Specialist

RECOGNITION of the growth of the television broadcasting field to that of a major industry was evidenced last week when Bankers Trust Co., New York, announced appointment of Herbert L. Golden, trade newsmen, as administrator of loans to firms in television, radio, films and related fields.

A spokesman for Bankers Trust declared this move represents, to his knowledge, the first time a major financial institution has appointed a specialist to supervise financing in the television field. He indicated the appointment was based largely on the tremendous growth of the industry, although he noted that Mr. Golden would be responsible for activity in radio, films and related fields.

"Bankers Trust has specialists to supervise and administer loans in diverse fields, such as petroleum, steel and so on," he explained. "The bank feels that the television broadcasting industry has reached the point where a specialized financing program is justified."

In the past, Bankers Trust has financed motion picture productions and, on occasion, television shows, the spokesman said. These, however, were not processed by a specialist but through regular bank channels.

Mr. Golden, a staff member of Variety 14 years, resigned from the amusement trade publication last week and assumed his new duties today (Monday). He will serve in a new entertainment industries division of the bank, headed by Vice President Harry Watkins. His headquarters will be at the bank's Radio City branch, 51 Rockefeller Plaza.

EVANS TRIBUTE
Submitted by BAB Board

A RESOLUTION in tribute to the late Walter Evans of Westinghouse Radio Stations, member of the Broadcasting Finance Committee and board of directors until his death May 28, was adopted by the BAB board of directors last week.

The resolution expressed "deep personal sorrow and bereavement at his untimely demise." It will be presented to Mr. Evans' widow by Joseph E. Baudino, Westinghouse vice president and member of the BAB board of directors.

BAB also presented a special citation to Edgar Kobak, chairman of BAB's Executive Committee, for "distinguished service and outstanding leadership" in the organization. Charles C. Caley, BAB's board chairman, made the presentation.

Mr. Kobak, one of the five incorporators of BAB and its first chairman of the board, was cited for "envisaging the necessity for the organization of BAB within the radio industry and for its being the dominant leadership in bringing about its incorporation."
The life of Johnny, an average KOIN listener, has been directly influenced by the sound local programming of Portland's top station!

In order to bring Johnny and the whole community the finest in entertainment and information, KOIN for more than 25 years has maintained the largest staff of local artists of any station in the Pacific Northwest. Musical productions presented by KOIN's staff orchestra provide Johnny and the community with music they desire.

The educational and entertainment programming by KOIN's staff of expert, experienced radio personalities provide the cultural stimulus that is necessary for the proper growth of every community.

Now, Johnny probably isn't aware of the powerful impact of radio upon him and his future... but KOIN is! This thought has dominated KOIN's policies... to consider sincerely and honestly the interests of listeners first and at ALL times.

Therefore, the value of a station depends not only upon the number of its listeners but also upon their FRIENDSHIP and RESPECT.

Throughout the years, this policy has been safeguarded and developed to such a point that today its soundness is permanently proven by KOIN's enviable position as first choice of radio listeners. The value of a station to its community is measured by the services it performs.

JOHNNY'S FUTURE as an individual and the future of his community IS KOIN's RESPONSIBILITY!
New Thesaurus Money-Makers

New star on Music Hall Varieties

Half-hour show with top names of old-time vaudeville

New New New

Sponsor-sell brochure!

Audience-building promotion kit!

Sales-clinching audition disc!

NEW STARRING

JOE E. HOWARD

Actor, singer and writer of musicals... composed "I Wonder Who's Kissing Her Now" Joe E. Howard emcees the show with the real pep and flavor of the Gay Ninety days when he was already a seasoned performer.

Starring

IRVING KAUFMAN

Co-starred in "Passing Show of 1918." One of the great personalities in show business, he delights today's listeners with the original punch and sparkle of vaudeville at its best.

Starring

ALEEN STANLEY

Singing the great old vaudeville numbers in the great old vaudeville way. Billed as "The Girl with the Personality" in the heyday of the Keith and Orpheum circuits.

All these top radio shows in the complete

"The Freddy Martin Show" "Date in Hollywood" "Music by Roth"
Phil Spitalny's "Hour of Charm" "The Wayne King Serenade"
The Tex Beneke Show" "Swing and Sway with Sammy Kaye"
"Hank Snow and His Rainbow Ranch Boys"

Complete with brochures, promotion kits and audition discs

...the library that pays its own way with more than 30 easy-to-sell shows... with a complete range of show-making and sales-making aids [sound effects, time and weather jingles, holiday and special-events features, commercial and shopping announcements, etc.] all ready for use.
for Fall selling!

New complete Commercial package!

SONS OF THE PIONEERS

Quarter-hour show with America's favorite Western group

with NEW sponsor-selling brochure!
NEW audience-building promotion kit!
NEW sales-clinching audition disc!

Now, a complete library program series starring the famous SONS OF THE PIONEERS who for over 15 years have built tremendous listening audiences and moved merchandise for sponsors across the country. Familiar favorites of movie, radio and TV audiences, they've averaged over a million record sales a year since 1944!
Kobak Urges Cost Study

"Radio broadcasters," Mr. Kobak stated, "should act as if they were going into radio for the first time, as if there had previously been no radio industry. With the benefit of their experience, they should then decide what the industry's customs and practices make sense today and which should have been discarded years ago. An exhaustive, analytical industry wide audit should be the first step in the procedure."

Conduct of Study

Mr. Kobak said he did not know whether the study should be conducted under the auspices of BAB or NARBI (he is a member of both boards stemming from his ownership of WTVWA, Thomson, Ga.) or neither. He said he did not feel such a study falls within the province of the Advertising Research Council, which he serves as president. He stressed his conviction, however, that the sponsoring body should be representa-tive of the radio industry as a whole including networks and stations and perhaps station representatives as well and not of any special group of broadcasters, so that the results of the study may be generally applicable to all stations.

Once the study is agreed on, Mr. Kobak said, it should be widely publicized to all advertisers and agencies as well as to all radio station operators. The buyers of radio’s facilities, he said, should be made to understand that when the study is complete it will be used as the basis for radio rate revisions and that until it is finished no further general rate adjustments will be made, and no deals.

The study, as Mr. Kobak envisages it, should investigate radio’s discount structure as well as its price policy. "Why", he

(Continued on page 44)
Every Fourth One Belongs!

*EVERY FOURTH RADIO STATION IN AMERICA IS A KEYSTONE AFFILIATE.... AND YOU MAY USE ONLY A PART OR ALL 615 OF THEM TO REACH HOMETOWN AND RURAL AMERICA!

Only the Keystone Network offers real flexibility—only the number of stations you actually need, where you need them and announcements or programs at the time of day—that produces the best results for you in reaching the purses of this RICH market—Hometown and Rural America!

**BONANZA!**

Read more about this rich hometown and rural market—where more than half of the nation lives and buys. Send for BONANZA, our informative brochure on this market!

KEYSTONE BROADCASTING SYSTEM, INC.

New York: 580 Fifth Avenue • Chicago: 111 W. Washington
HILL INQUIRY

PROBE into radio and TV programming resumes in Washington tomorrow and Wednesday with representatives of NARTB, ABC, MBS and DuMont to be heard.

Next week, Sept. 23 and 24, the seven-man House Commerce subcommittee under the chairmanship of Rep. Oren Harris (D-Ark.), will hear testimony from CBS and NBC witnesses, and from the National Television Film Council.

Hearings will be wound up in Washington Sept. 25 and 26 with the following scheduled to testify: U.S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters, and the FCC. Other witnesses, who have indicated a desire to testify, may be from National Academy of Broadcasting, Rhode Island Committee on Radio & TV, and the Radio-TV Committee of St. James Parish, Falls Church, Va.

Scheduled to appear are the following:

NARTB: Thad H. Brown Jr., TV director, and Ralph W. Hardy, government relations director; ABC: Geraldine R. Zorbaugh, general attorney; MBS: Hollis M. Seavey, director of Washington operations; DuMont: C. J. Witting, director, DTV; NBC, Charles R. Delany Jr., vice president; CBS: Jack Van Volkogen, president, CBS-TV; National Television Film Council, Melvin Gold.

New GE Tube

DEVELOPMENT of a new 27-inch rectangular TV picture tube was announced last week by General Electric.

Radio Rate Facts

(Continued from page 48)

asked, does radio give an advertiser a discount for staying on the air for 13 consecutive weeks while many leading magazines follow a 'flat rate' policy of so much a page, regardless of the number of insertions? Why should the advertiser who buys five quarter-hours pay 200% of the hour rate? Wouldn't it really need so many discounts and so many kinds of discounts?"

The cost analysts should also cast a careful eye at the networks stations relating payment policies. Mr. Kobak suggested, "Is the traditional method of stations paying for network sustaining service in free commercial hours still valid today? Wouldn't it be better for the networks to pay their affiliates for all the time they devote to network commercials and to charge them for each network sustaining program they broadcast? Wouldn't this latter policy lead to a rapid improvement in the quality of network sustainer, perhaps enabling them to become successful co-op shows or even network commercials?"

"These are only a few of the questions which should be included in what might well turn out to be radio's most important quiz show, with the industry's gross annual time sales of three-quarters of a billion dollars as the jackpot, to be won or lost by all radio broadcasters," Mr. Kobak stated. "I don't know what form the study would finally take. All I know is that some study of this kind must be made, and must be made soon."

"Don't strangle radio with old-fashioned rate-making," he concluded. "Follow the lead of other industries and develop new methods. I'll match my time as a broadcaster to help get the job under way and get it done fast."

Harbach Renamed

O'TTO A. HARBACH was elected president of ASCAP for a third term, ending next April, by the board of the society at its meeting Thursday. Mr. Harbach, who is 79, wished to leave the office at the end of his second term and has been serving pro-tem while the board unsuccessfully has sought to find a successor on whom it could agree. Mr. Harbach has served as a director of ASCAP since 1920, as vice president since 1936 and as president since 1950.

RADIO SHACK Corp., Boston (mail order distributor of radio, TV and electronic equipment), has published its 30th anniversary catalog. Book contains 32-page rotogravure section devoted to components of high-fidelity custom music systems.

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New AL Ad Champs

McCANN-ERICKSON defeated Kenyon & Eckhardt 5 to 4 for the softball championship of the American League of the New York Advertising League, in a post-season play-off game in Central Park, New York, last Thursday. McCann-Erickson will meet the champions of the Nationals of the Advertising League for an advertising "world series," as soon as the latter team is decided upon.

WITH 100 sponsors in 100 days as its goal, KBIG Avalon, Calif., which has been on air since June 1, counted 107 active clients Sept. 8, in addition to 46 others whose contracts have been completed, according to Robert J. McAndrews, commercial manager.

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within in 90 miles of Fargo. 74.6% of the families named WDAY, 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDay was a 17-to-1 choice over the next station ... . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station ... . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

Page 44 • September 15, 1952

BROADCASTING • Telecasting
This wide circle represents Northern California coverage pattern of radio KNBC's 50,000 watt transmitter, non-directional

...while this narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt San Francisco stations, both directional

...and this tiny circle represents Northern California's TV coverage.

Now put them all together, and you get a complete and accurate picture of radio and TV coverage in the great Northern California markets—a coverage pattern like this.

KNBC's wide circle coverage...plus KNBC's low frequency (680 KC) which gives more "muscle" to its 50,000 watts...plus KNBC's program popularity...all combine to make...

KNBC in San Francisco
the No. 1 Advertising Medium
in the thriving markets of Northern California

MUTUAL
41%
of all listeners

416 STATIONS

NETWORK "X"
22%

NETWORK "Y"
17%

NETWORK "Z"
12%

NETWORK "Z"
11%

8%
Let's not beat about the bush. There's big game at stake in "Non-TV America".

Here is a 45-state tract of over 17,000,000 radio-only families, dwelling beyond reach of TV—more, in fact, than there are TV families in the rest of America.

Here are some 60,000,000 people—as many, in fact, as there are in all 477 U.S. cities of over 25,000 population.

Big game...worthy of the best gunning equipment available to advertisers today.

And the big gun needed for this big game has now been identified.

A 1,000,000-interview research into all of "Non-TV America" (by J. A. Ward, Inc.; Feb.-Mar., '52) reveals that Mutual is the name of the network regularly dialed by 41% of all the radio sets in these 45 states...compared to 22% for the next-best network.

Over on the opposite page, the trophies won by all four networks are hung up—together with the gun-rack revelation of why Mister PLUS bags the best:

Mutual serves "Non-TV America" with 416 stations...more than all other networks combined. (MBS serves all America with 560 stations, don't forget.)

If you agree that a prime sales trophy would decorate your board-room nicely, we invite you to sight along the gun barrel of the Mutual Network.

the **MUTUAL** network of 560 affiliates

THE NUMBER ONE ROUTE TO NON-TV AMERICA...AND THE LOWEST-COST ROUTE TO ALL AMERICA
ATTACK against proposed establishment of studios in San Diego of XEAC-TV Tijuana, new station in Mexico, was made by NARTB District 16, meeting Monday and Tuesday in Coronado, Calif. (see registration list, page 105).

Delegates agreed to petition the FCC that such a procedure by a "licensee of a foreign country" violates Sec. 325 (b) of the Communications Act. The district also unanimously adopted a resolution declaring it "is strongly opposed to the establishment within the United States of studios and/or transmitting equipment which will be used for the transmitting of radio and/or television programs from the United States to any foreign country for broadcasting or rebroadcasting purposes from such foreign country.

Much of the discussion at the District 16 meeting centered around possibility that XEAC-TV, slated to start operating in November, will microwave programs across the border.

Johnsons Presides

Albert Johnson, KOY Phoenix, Ariz., District 16 chairman, presided at he meetings. NARTB President Harold E. Fellows, re-elected NARTB operations in his opening talk Monday morning. He addressed the Tuesday luncheon, with wives present, on the subject, "How to Live With a Broadcaster." Ralph W. Hardy, NARTB government relations director, discussed Washington legislative and regulatory problems. Richard P. Doherty, employee-employer relations director, conducted a management-labor relations clinic. William T. Stubblefield, station relations director, and William K. Treynor, West Coast representative of NARTB, led a membership session.

Role of radio and TV in promotion of civic events and other public services was lauded at the Monday luncheon by Mayor John Butler, of San Diego, and Rear Adm. John Roper, commandant, 11th Naval District.

Campbell Arnoux, WTRAR-TV Norfolk, Va., NARTB TV Board member, conducted the Tuesday morning television session, flanked by Thad Brown, NARTB TV director. Participants in a TV panel included Phil Hoffman, KECA-TV Los Angeles; Howard Chernoff, KFMB-TV San Diego; Robert Purcell, KTIV (TV) Hollywood; Don Tatum, ABC-TV Los Angeles, and Mr. Doherty.

Resolutions urged a strong NARTB membership campaign and expanded field solicitation; supported NARTB efforts to secure amendment of FCC operator requirements because of improved equipment and shortage of technicians; commended NARTB for its group insurance program; praised speakers; lauded Mr. Fellows' administration and commended Mr. Johnson's services as district director.

Members of the Resolutions Committee were Frank P. Redfield, KIRN Phoenix, chairman, Robert J. McAndrews, KBIG Avalon, and Albert E. DeYoung, KERO Bakersfield.

NEW WSAI LINEUP

Explained to Listeners

AFTER revising its daytime programming schedule to conform with its listeners' preferences, WSAI Cincinnati has taped and broadcast a 45-minute taped recording used to acquaint and inform advertisers with the new lineup.

Station Managing Director J. Robert Kerns said the broadcast, followed inauguration Sept. 1 of the revised WSAI daytime schedule, made after more than a year's study of fan mail, letters and telephone calls from listeners for the various hours, in which they expressed their preference for the performers and artists who produce and direct the new programs.

Charles Black, WSAI program director, acted as narrator of the taped broadcast, explaining and introducing capped portions of each new program with its talent. Commenting on the new WSAI lineup of its daytime programs, Mr. Kern said: "We're going to give our radio listeners what they want. We think this is it. Since WSAI doesn't have television to distract it, it can concentrate on the best in program content and production. We're members that twice as many radio sets were sold last year as TV sets."

GREAT D.J. SHOWS! ON KLRA

For the Complete KLRA Story, Ask any O. L. Taylor Office

HIT BY DISTRICT 16

POLITICO'S 'SCHIZO'

DEMOCRATIC Presidential nominee Adlai Stevenson really got under somebody's skin when he injected the word "schizophrenia" in the politician's lexicon. The Democratic National Committee has accused the other party of having a "bad influence" around the word. "Schizo" made his radio debut last Monday on a new series of Democratic programs on ABC. Committee described him as a "two-faced character..."

KLRA

10,000 WATS DAYTIME
1,010 KC CBS RADIO
What's YOUR Cut on a Six Billion Dollar Deal?

YOU’VE GOT A POWERFUL HAND — 17 RICH OHIO COUNTIES, AND THE STAKES AMOUNT TO . . .

CHIEF SAYS: FOR BETTER RESULTS, IT’S

- Cleveland’s Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising

WJW offers its help — a new folder of useful sales statistics, compiled especially for you who sell to the great Northern Ohio market. Send for your copy now!

Play your cards right . . . let Cleveland’s CHIEF Station Sell Ohio’s Chief Market for YOU!

WJW CLEVELAND’S Chief STATION

5000 WATTS BASIC ABC

WJW BUILDING CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

Station WJW
WJW Building
Cleveland 15, Ohio

Please send me copies of your Northern Ohio Market folder.

NAME ____________________________

ADDRESS __________________________

CITY ____________________________

ZONE ________ STATE ________

September 15, 1952 • Page 4
WASHINGTON, D. C.—New car dealers in nearly every community in America will offer voters free transportation to the polls in this year's important presidential election.

The country's new car dealers are local businessmen close to the people of their communities, and are in the unique position of being able to offer free transportation to those who'll need it.

Dealers are being urged by their national association to use all available cars for bringing to the polls voters who might otherwise not be able to get there and thousands are responding!

New car dealers offer this public service in a wholehearted belief in the privilege of the ballot. This is a non-partisan effort to turn out a record breaking vote. Key-noting action is their slogan . . . "Vote as you please, but VOTE".

Participating dealers recognize that voters must know of the availability of transportation and many will use posters and window strips to catch public attention. Many new car dealer-groups will use promotional kits, being prepared now, containing suggested newspaper ads, logotypes, radio copy, press and radio releases, etc. Mats for ad-use will be made available to these groups.

POLITICAL LIBEL

WBEL's Protection Idea

A step toward mitigating broadcasters' vulnerability to libel suits in connection with political broadcasts has been taken by L. O. Fitzgibbons, co-owner and general manager, WBEL, Beloit, Wis.

Mr. Fitzgibbons explained last week that he had approached the problem from "a moral standpoint rather than a strictly legal one." His partial solution is in the form of an agreement to be signed by the person making the talk on radio or TV.

"We have no experience with the use of the form is very limited but we anticipate no difficulty by presenting it at contract-signing time rather than when the speaker shows up an angry, retaliatory speech," Mr. Fitzgibbons explained.

"Since libel is a matter for court determination we know this form is not fool-proof protection but we feel that with it we have a better chance to get questionable matter taken out of the script," he added.

Language of the form follows:

The undersigned, having purchased time on WBEL, Beloit, Wisconsin, for the purpose of influencing voters in the exercise of their right of franchise, hereby stipulates as follows:

1. That he is opposed to the broadcast of any material which is in fact, or may be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, malicious or maliciously, the same shall be deleted from the broadcast of such material which has been proffered for broadcast or recorded for which he has contracted, that contains any language or material which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory or malicious.

2. That he, therefore, agrees on behalf of himself and any person or persons whom he represents that no portion of any broadcast either live or recorded for which he has contracted, shall contain any language or material which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory or malicious.

3. That if WBEL, acting in good faith and in an expeditious manner, gives notice in writing that material which has been proffered for broadcast does contain, may be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, malicious, the same shall be deleted from the broadcast and the undersigned herewith authorizes and directs the candidate or whoever shall be in charge of the broadcast to make such deletion and to so certify as may be necessary;

4. That in the event such material or language which is in fact or might be deemed to be obscene, indecent, profane, libelous, slanderous, defamatory, or malicious shall not be deleted or changed the undersigned herewith requests WBEL to rebroadcast in full any and all material paid for the broadcast in which such material and language occurs and upon payment of such refund directs the cancellation of that portion of the contract on the understanding that time cancelled in accordance with this paragraph shall not in any way affect any other time periods contained for.

5. That this instrument is the voluntary and deed of the undersigned and that no duress of threat of any kind, expressed or implied, has been used by WBEL or any representative thereof to obtain signature hereon nor as a condition of obtaining broadcast time.

DURING first week of September, some 28 radio outlets in the eastern U. S. broadcast a weeklong serialized adaptation of "Son of the Stars," one of the Watson Science Fiction Series. Planned as promotion for five books published thus far, broadcasts are available from tapes provided free by Winston Co., Philadelphia.

KWHK CONTEST

Puts CBS Impact to Test

HUNDREDS of KWHK-AM-FM Shreveport, La., listeners flooded the mails with answers to a traffic safety contest sponsored by the station in cooperation with the Shreveport Times and the Caddo-Bossier (Parishes) Safety Council.

The two-month campaign began July 1. The letters C-B-S were stenciled on the sidewalk at all downtown intersections. KWHK listeners were asked to write in, identifying the letters. A 17-year-old listener came up with the correct answer: "Caution Begins Safety."

But many listeners believed that the letters stood for Columbia Broadcasting System. While this was not the right answer to win the $25 prize, it was certainly the right answer from the viewpoint of KWHK, CBS Radio outlet for that area.

FCDA EXECUTIVE

Becomes Granik Producer

JESSE BUTCHER, audio-visual officer with the Federal Civil Defense Administration the past 20 months, has been named producer for Theodore Granik's two programs — American Forum of the Air and Youth Wants to Know. He accepted the new post the past fortnight.

Mr. Butcher, former network and advertising agency executive, joined FCDA in January 1951. He was placed in charge of the agency's Audio-Visual Div., which handles radio-TV and film activities. Mr. Butcher previously served in executive public relations capacities with CBS and ABC. During World War II he was radio director of the USO-National War Fund.

Steven McCormick, deputy assistant to Mr. Butcher, has been named acting division director. Mr. McCormick formerly was director of FCDA's Radio Section.

JERSEY NETWORK

Planned for Candidates

PLANS have been completed for the establishment of Network, New Jersey, a four-station radio network claiming a combined coverage of 97% of the radio homes in New Jersey. Participating stations are WPAT Paterson, WBBJ Trenton, WMID Atlantic City and WWBZ Vineland.

Primary purpose of the network, spokesmen said, is to present four-station coverage to political candidates at minimum cost.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission.

For further information or research material on New Car Dealers, write or phone:

DIRECTOR OF PUBLIC RELATIONS, NADA 1026 17TH ST., N. W. WASHINGTON, D. C. REPUBLIC 6946
To a radio advertiser who saw a headline like this instead of this.

Disaster Regions Named As A Step To Drought Loans
Crop Losses Are Rising, Livestock Endangered; Is Worst Hit

Many farmers still had anxious eyes turned skyward at the end of the week as the U. S. Department of Agriculture took steps to grant emergency loans in areas badly hit by this summer's drought.

A great deal more, however, depended on next fall's corn crop. October, November, December were the months that would determine whether or not the forecasted bumper corn crop would materialize.

To a radio advertiser who saw a headline like this instead of this.

IOWA CORN OUTLOOK BEST EVER

Expect yield to run above 60 bu. an acre

...where the everything-outlook is great

Cedar Rapids, Iowa

600 KC  5,000 WATTS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY
WWL—South's Greatest Salesman

NEW ORLEANS

WWL New Orleans sells to more Southerners than any other advertising medium, because WWL reaches more Southerners
Moves All These Famous Brands...

- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.

- Highest ratings earned by brightest CBS stars and home-grown personalities.

- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South’s Greatest Salesman, Sell for You!

WWL
NEW ORLEANS
CBS Radio Affiliate  50,000 Watts  Clear Channel
A Department of Loyola University  •  Represented Nationally by the Kots Agency
Mr. Wallace says. Upholding his statement with survey figures showing the tremendous out-of-home listening which radio gives its advertisers, he declares that "radio's cost to an advertiser is based on last month's ratings which are confined to a small portion of the actual tune-in."

A veteran of some 29 years in the broadcasting business, he maintains that in radio and TV, all sales are local. He theorizes that a station representative must try to be the best local salesman on the staff of each station he represents.

Mr. Wallace believes that in order to carry out his assignment successfully, the station representative must know the market, buying habits and station's programming and be able to translate this knowledge to meet the desires and needs of a national advertiser.

Born in Burlington, N. D., Jan. 12, 1912, Bill Wallace obtained his early public schooling there. He was graduated from high school in Fargo where his family had moved. He enrolled in Moorhead State Teachers College at Moorhead, Minn., in 1932.

Mr. Wallace was an active student at college and found time in the summers to work in a bank and at a department store. He sold space as advertising manager for all the campus publications. An English and drama major, the youth engaged in campus theatrical activities and during one summer he traveled with a stock company.

This led to dramatic roles with WDAY Fargo and KGFK Moorhead (now KDAL Duluth) while he still was a student. He did a bit of announcing, handled an occasional sportscast and sold time in addition.

With more than a taste of radio behind him, Mr. Wallace left college after 2½ years to become commercial manager of KGFK. There, he handled play-by-play baseball and started his Uncle Bill birthday bells program, a daily feature on KGFK and other stations as well.

To KFJMJ Next

With sale of KGFK to Dalton Lo-Masiorier in 1936, Mr. Wallace was transferred to KFJMJ Grand Forks, N. D., as an account executive. He doubled as sportscaster and also handled special events for the next couple of years.

Despite his heavy schedule, Mr. Wallace found time to court Adelphia Brackley, a Moorhead school teacher. They were married on July 3, 1937. With Craig, aged 10, and an important member of the household, they make their home today in suburban Loretto, S. C., about 14 miles from Hollywood and Vine.

In the fall of 1938 Mr. Wallace became manager of KMOV Valley City, N. D. Two years later, when KFBB Great Falls, Mont., needed a national sales manager, the enterprise Mr. Wallace was chosen.

A year later, however, he returned to Minneapolis to become sales manager of the now defunct North Central Broadcasting System, consisting of 26 midwest stations.

These were war years and in 1943 Mr. Wallace left the radio business for the next 12 months to operate a family-owned farm in Minnesota.

Full of vigor, he returned to the industry in fall of 1944 to join Weed & Co. in Chicago as account executive. Two years later he was made sales manager for John E. Pearson Co. in that city.

Because of his family's health, he returned to Minneapolis in 1948 to join Frederick W. Ziv Co. transcription sales division for 18 months as Minnesota representative. Then he became sales manager of Broadcast Services Inc., franchise holders of Transit Radio in the Minneapolis-St. Paul area, resigning in 1951 to establish West Coast offices for Adam J. Young Jr., Inc., in Hollywood, on Oct. 1 of that year.

Very much the family man, Mr. Wallace lays claim to no particular hobby. If there be one, he says, it might be the sport of the season. He is a faithful baseball, basketball and football follower. He also continues his interest in the theater.

He is a member of the Hollywood Advertising Club, Sigma Tau Delta and Alpha Psi Omega (national dramatic fraternity).

NATIONAL BUSINESS

(Wildflowers)

A WFAA Dallas local favorite, "The Early Birds," on Sept. 7 began a seven-day-a-week program schedule. The program until that time had been heard six days weekly. Alex Reese, program manager, comments, "I believe a seven-day week is one of the factors overlooked in radio. Favorite entertainment programs, like "The Early Birds," will also become a daily habit by being available every day in the week." He adds that WFAA's national representative, Edward Petry & Co., has indicated that the seven-day schedule is a definite first for WFAA.

Everyday Listening

In the picture, left to right

JAMES A. HAGAN
Sales Manager
14 years.

JAMES M. LORICK
Control Room Chief
24 years.

WILLIAM H. HAMRICK
Chief Engr.
16 years.

Cecil B. Hoskins
General Manager
13 years.

Read Wilson
Announcer
13 years.

Stella H. Britt
Asst. Engr.
10 years.

William F. Melia
Prog. Mgr.
12 years.

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Chief Engr.
16 years.

Cecil B. Hoskins
General Manager
13 years.

Read Wilson
Announcer
13 years.
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

**AMERICAN RADIO SALUTES COLGATE-PALMOLIVE-PHEET COMPANY SERVING THE PEOPLE OF THE PACIFIC NORTHWEST OVER THE XL STATIONS**

Each star denotes five years of continuous radio sponsorship in the public interest.

**RESULTFUL ADVERTISING on the XL Stations Pays Big Dividends Continuously.**

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<th>KXL PORTLAND</th>
<th>KXLY SPOKANE</th>
<th>KXLF BUTTE</th>
<th>KXLL MISSOULA</th>
<th>KXLI HELENA</th>
<th>KXLK Great Falls</th>
<th>KXLQ BOZEMAN</th>
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*September 15, 1952 • Page 55*
TOA Sizes Up Its TV Problems
(Continued from page 27)
of the convention events.

TOA President Wolfson said the industry's problems add up to a fight for industry survival and predicted the Washington meetings would lead to concrete steps designed to bring eventual solution of many of these issues.

TOA's business program started Sunday with registration, committee meetings and opening of the 1952 trade show at 3 p.m. Executive Committee and Nominating Committee met, the last-named to draw up a slate for election of officers.

Monday morning's agenda includes registration and the trade show, followed by a 11 a.m.-2 p.m. brunch. The TOA board meets at 2:30. This meeting is open to all members. A meeting is scheduled by the Legal Advisory Committee. World premiere preview of the 20th Century-Fox motion picture, "The Snows of Kilimanjaro," is scheduled at 8:30 p.m., with high Washington officials to be TOA's guests. Ava Gardner, a star of the picture, is expected to head a Hollywood talent group.

First convention business session at 9:30 a.m. Tuesday will find A. Julian Brylawski of Washington, convention chairman, presiding. President Wolfson will deliver the opening address. Elmer C. Rhoden, Fox Midwest Theatres, will give the keynote address, followed by Herman M. Levy, general counsel, with a discussion, "What to Do About ASCAP."

The Tuesday luncheon will include a Will Rogers Memorial Christmas salute by Abe Montague, Myron Blank, United Detroit Theatres, and luncheon chairman.

Second business session Tuesday will deal with the arbitration plan, with discussion in charge of the Exhibitor-Distributor Relations Committee. Walter Reade Jr., of Walter Reade Theatres, is chairman. Speakers are Mr. Wolfson; Mr. Fabian and Mr. Levy. The distributor side will be presented by William F. Rodgers, Loew's Inc.

Evening feature is a "Show Boat Party" boat trip to Mount Vernon with Coca-Cola Co. as host.

Theatre television will be discussed at the Wednesday morning meeting, with Robert O'Brien, United Paramount Theatres, presiding as chairman of the TOA Theatre Television Committee. On the panel will be Mr. Fabian and Marcus Cohn, TOA television counsel and general counsel of National Exhibitors Theatre Television Committee. Other morning topics will be led by the 16 mm committee, with Chairman Walter Morris, Knoxville, presiding, and a discussion of the government's 16 mm anti-trust suit by Messrs. Wolfson and Levy.

Concessions will be discussed at the Wednesday luncheon, with Harold J. Fitzgerald, Fox Wisconsin Div., chairman of the concessions group. Again in the afternoon the subject of concessions will be taken up at a business meeting. Other topics follow: Drive-ins, Jack Braungel, chairman; admission taxes, Alfred Sturr, chairmain, and Pat McGee, TOA director and chairman of Council of Picture Organizations tax committee. Sam Pinanski, American Theatres, will lead the COMPO discussion. A seafood dinner concludes Tuesday afternoon agenda. Pepsi-Cola is host.

A closed business session is scheduled Thursday morning, with Sam Kirby, Missouri, TOA board member, presiding. Research problems will be the topic at the luncheon, with C. E. Cook, midwestern operator, presiding. Speakers are R. H. McCullough, representing Mr. Skouras, and Nathan D. Golden, director of NPA's Motion Picture & Photographic Products Division.

Final business session Thursday afternoon will cover the national plan to accumulate attendance. M. A. Lightman Sr., Memphis operator, will preside. Mr. Johnston, as president of Motion Picture Assn. of America, will speak at the Thursday dinner. Morton Downey will sing.

O'Brien Report

In his report as chairman of the Theatre TV Committee, Mr. O'Brien will point to the rapid expansion of this medium in the past year. A highly specialized medium, theatre TV is now expected to compete seriously with broadcast television. Thus far sports events have comprised a major part of the service, with the greatest future foreseen in the fields of business and public service.

More than 80 theatres in 50 cities are expected to carry the Walcott-Martian fight Sept. 28, with radio and TV broadcast service blacked out. Theatre admissions will run up to a peak near the $5 mark.

Since availability of programs that will draw theatre TV audiences is limited, backers of the medium point to its advantages for conventions of national organizations. This selective communication can be used by the home office of large companies to contact field groups. Closed-circuit meetings can be conducted with two-way hookups.

TOA points to cooperation with Federal Civil Defense Administration in providing theatre facilities for training of civilian defense workers via two-way lines. Other public service uses are envisioned.

TOA is not planning to participate actively in the FCC's accounting-technical hearings starting Oct. 20, preparatory to the main hearings scheduled to start in January.

BING CROSBY has been named president of Citizens Vote Inc., L. A., a non-profit non-partisan organization formed by Junior Chamber of Commerce to stress importance of registering and voting.

COLOR television will come to theatres by means of a projector now being developed by RCA, O. B. Hanson, NBC vice president and chief engineer, revealed in an address to the Communication Division Symposium of the American Institute of Electrical Engineers, meeting in Chicago. His forecast matches a prediction made by high officials of Theatre Owners of America...

With many theatres equipped to present large-screen TV, Mr. Hanson prescribed that the theatre TV as "fast becoming a mass-audience entertainment medium." He said RCA's color TV projector is compatible with the black-and-white system now in use.

Television will soon become international in scope, and compatible color will be added, Mr. Hanson said. Noting advances in both radio and television, Mr. Hanson described this "partnership with radio broadcasting, TV has become a shining symbol of America's vitality and the will of our people to extend science and industry for the greater good and advancement of our way of life."

He pointed out that industrial television on closed circuits offers another important field, with the potentialual aim of extending human sight for the benefit of commerce, industry and education.

Within a few years, he said, America will have 50 million TV set owners and there will be stations in range of nearly every community. He estimated 2,000 U. S. television stations will be linked in transcontinental and regional networks.

In an official forecast of theatre television's possibilities, Theatre Owners of America, holding its annual convention in Washington this week, predicted that "the day is not too long distant when the tremendous impact of color will be added to the existing advantages of theatre television."

TOA said color experimentation is "going forward rapidly," recalling RCA experimental showings in 1951 and demonstration of the Swiss Ediophor system by 20th Century-Fox.

GE Amateur Award

EDISON Radio Amateur Award to be given to an amateur radio operator who in 1952 performs "a meritorious public service on behalf of an individual or a group in a disaster area, in civil defense or in similar situations," has been announced by General Electric Co.'s Amateur Radio Dept. Citations go to E. Roland Harriman, American Red Cross president; Comr. George E. Sterling, FCC, and G. L. Dosland, American Radio Relay League president.
30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed
ALL AMERICA IS VOTING FOR
ZIV'S NEW RADIO SHOW

Starring
Tyrone Power
America's Favorite S

Featuring
Edwin C. Hill
Humanizing the WHY and HOW of Government!
The program 154,000,000 Americans want to hear!

REEDOM U.S.A

The non-partisan inside story of Washington, D.C.

Acclaimed by stations, agencies and sponsors as the no. 1 program on the air!

Performing a great public service! Taking listeners right inside the U.S. Senate!

With David Rose, Jimmy Wallington and an all-star supporting cast

Transcribed for local and regional sponsors

Frederic W. Ziv Company
Radio Productions
1529 Madison Road - Cincinnati 6, Ohio
New York
Hollywood
editorial

Best Regrets

HORSE-SENSE and Hollywood are not invariably thought of together. Perhaps that is why we, took particular delight in a recent news item from the western wonderland reporting that four television stars neglected to appear at the Emmy Awards which a fan magazine hoped to give them awards and, in return, collect some publicity.

The sensible elements in broadcasting owe a vote of praise to Groucho Marx, Lucille Ball, Red Skelton and Jack Webb of "Dragnet." Let it be remembered that they sent their regrets when invited to receive an award.

If we were disposed to present awards, we'd give them to those who decline awards, as we would have run out of our stock of plaques, scrolls, statuettes or whatever immediately.

Homes Sweet Homes

IT WOULD be hard to imagine a more significant and cheering bit of news for radio broadcasters than the radio homes figures turned up in the Nielsen Coverage Survey and reported in this publication a week ago.

The survey, of national scope, found that the number of radio homes in the U.S. increased by nearly three million between the time of the 1950 Census and last spring. Two years ago 95.6% of all homes were radio-equipped. Now 98% have radios.

Considering how near total saturation radio was in 1950, it is remarkable that it could gain so much by 1952. The phenomenon is all the more extraordinary for having taken place in a period of rapid television development, which was supposed by some to have arrested the growth of radio.

There is no doubt that television has distracted some attention from radio. It is no less certain that radio still occupies an important place in people's lives, even in television homes, else why should the degree of radio saturation be increasing in television areas? Not even the most rabid television partisan would claim that people are buying radio sets just as a matter of habit.

As statistical evidence accumulates, it becomes obvious that the American radio and television systems are destined to be considered as complementary media and not as an old technique being cannibalized by a new. It is encouraging to note that this view is cropping up among radio-TV customers. A speech by Everett Zeigler, account representative of J. Walter Thompson Co., to the NABTE District 15 meeting Sept. 5 is in point.

The agency and advertiser “need everything advertising can offer us in the way of selling techniques,” Mr. Zeigler said. “We need what radio and television—or any other media—can offer in order to move the vast quantities of merchandise America has shown the capacity to produce.

Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets.”

It is unfortunate that radio broadcasters have to be reminded by their customers that they are selling their own medium short. Perhaps such basic revelations as the Nielsen Coverage Survey and such clear-headed advice as Mr. Zeigler's will introduce needed rationality among both buyers and sellers of broadcast advertising.

The Stout-Hearted

THERE WOULD seem to be more useful purposes for radio and television than those of a soap-box, forever reserved for every political orator, however questionable his intentions.

Two candidates of the Progressive Party had their turns on the soap-box the afternoon of Sept. 6. How this facility was presented to them tells a lot about the peculiar law (and the FCC's even more peculiar interpretations of it) that governs political broadcasting.

Early in July the Progressives held their national convention, to the accomplishment of virtually no notice in the press, and selected as Presidential candidate one Vincent Hallinan. Mr. Hallinan was unable to accept the nomination in person as he was languishing in McNeil Island federal prison for contempt of court in connection with his service as a defense lawyer in the Harry Bridges trial.

Quite a few stations carried the acceptance speech delivered on his behalf by his wife.

Later in July the Republicans and Democrats picked their Presidential candidates who, not being so cruelly inconvenienced as Mr. Hallinan, spoke for themselves on national radio and television hook-ups. The Progressives charged political favoritism and set out, by a threatening letter, to get equal time on networks and stations that had not carried Mrs. Hallinan's speech at the convention.

A great many capitulated to the demand and carried a special broadcast Sept. 6 by Mr. Hallinan, who had served his time by then. It was entitled "Progress: A Warning." It is not at all surprising that the Progressives have asked the FCC to take action against these 25.

Here is a chance for the 25 courageous stations to make a fight for clarification of the political broadcasting law and of the often contradictory FCC interpretations of it—assuming that the FCC decides to make a case of it.

If nothing more were settled than a clearer definition of what constitutes "equal opportunity" and who is entitled to receive it, a step forward would be made. To the 25 stations that told the Progressives to jump in the Volga, the broadcasting business must accord respect.

Sholis in the Slot

SOMETHING new is being added to the Presidential campaign. Conceivably, it could invade nearly every local slot.

It may cost of talent and just about every issue that has beset the broadcaster in the last decade.

Ve Sholis, vice president and director of the WHAS stations in Louisville, has joined the Stevenson campaign—latent of the broadcasters to become a political tycoon. High in the councils of the Eisenhower camp is Stanley R. Pratt, owner of WSOO Sault Ste. Marie, Mich.

Ve, who flashed across the radio-TV firmament since he left the government in 1941 to become director of the Clear Channel Broadcasting Service, became executive assistant to his fellow Kentuckian, Wilson Wyatt, Stevenson campaign manager, 10 days ago. But he had joined the entourage on the West Coast even before formal announcement could be made of his appointment. He returned to Louisville long enough to kiss his family and give his secretary the combination to the safe. He left management of the stations in the able hands of Neil Cline, sales director, until Nov. 10—after the elections.

We have a hunch that Ve was drafted, not so much because of his expert knowledge of politics, but because he's another gent who has a way with words and phrases—just in case the Governor runs out of gas.

...
YES, WMAQ is the Chicago Radio Station that Sells and Sells

No matter what the product, more and more advertisers daily get new proof that Station WMAQ delivers sales.

For example, DOWNTOWN NASH, a Chicago automobile agency, currently sponsors 75 minutes weekly on Station WMAQ and according to Mr. M. Barkas, president of Barlit Productions, Inc., the DOWNTOWN NASH advertising agency, the results have been more than satisfactory. In fact, he wrote:

"We know that many, many people are hearing about DOWNTOWN NASH and their automobiles through... WMAQ. Comments from DOWNTOWN NASH customers prove that."

"Yes, SOME SPOTS ARE BETTER THAN OTHERS in Chicago and they're on WMAQ. A WMAQ or NBC Spot salesman has the details."

Represented by NBC Spot Sales
WILLIAM L. CLARK, account executive, ABC-TV, to WPIX (TV) New York in newly-created post of eastern sales manager.

MATTY BREScia, former director of press and public relations for LBS, appointed general manager and promotion director of Southern Television & Radio Sales Inc., with headquarters at KWEN West Memphis, Ark. Other stations which Mr. Brescia will be associated with are WEAS Atlanta, WJIV Savannah and WGOV Valdosta.

JACK McLEAN, program director, WJPS Evansville, Ind., promoted to sales manager there.

SUMNER PEARL, program director, WICE Providence, R. I., promoted to station manager.

Mr. Brescia

JIM HIGSON, director, KHJ-TV Hollywood, named operations coordinator. He succeeds WILT GUNZEN-DORFER, temporarily shifted to WOR-TV New York in similar capacity.

WILLIAM G. RAMEEAU Co. appointed national representative for WVEC Hampton, Va.

JOSEPH H. McGILLVRA Inc. appointed national representative for WDK Cleveland.

V. HAMILTON WEIR, vice president-general manager, WLEU Erie, Pa., has resigned. Future plans have not been announced.

CHARLES HUGHES, commercial manager, KPOL Los Angeles, adds duties of general manager. He succeeds HUGH R. MURCHISON, who continues as president and owner.

LT. COL. LESTER W. LINDOW, general manager, WFDF Flint, Mich., has completed two-weeks active duty with Radio-TV Branch, Office of Chief of Information, Dept. of the Army, Washington, D. C.

PHILCO FORMS New Radio Division

PHILCO Corp. is establishing a separate radio division in recognition of the size and importance of its radio business, William Balderston, Philco president, said last week.

The new radio division will allow Philco to place greater emphasis on all phases of the company's activities in the home and auto radio field, Mr. Balderston said.

Larry F. Hardy, president of the radio division, announced appointment of William H. Chaffee as vice president. Frederick D. Ogiby will continue to direct the separate television division.

Mr. Chaffee, who was graduated from Princeton U. in 1932 and who joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and in 1949 was named vice president and purchasing director of Philco. In 1950 he was elected to the board of directors. Last year he headed a special RTMA committee to study the outlook for new TV stations and receiver sales.

WILLIAM KIRKWOOD McDaniel, sales manager, ABC Radio Western Div., to NBC Hollywood, as manager of spot sales. He replaces WALT DAVIDSON, recently named manager of spot sales, NBC-TV Hollywood.

ALAN TORBET, manager, KROW Oakland, Calif., to KSFO San Francisco, as general manager.

BILL JOHNSON, sales staff, KOIL Omaha, to WISN Milwaukee, in same capacity.

MAJOR EDGAR L. TIDWELL, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

J. G. SANDISON, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

Mr. Torbet

JESS LAND to sales staff, KONG Visalia, Calif.

JACK MARKWARD, New York News advertising staff in Chicago office, to WHAS-TV Louisville, on sales staff.

PERSONALS . . .

JAMES M. GRIFFITH, co-owner, KARE Atchison, Kan., named vice president of city's Chamber of Commerce in charge of civic affairs . . . DON PARK, account executive, KIEV Glendale, won his fifth sales contest held annually by station . . . DONALD J. QUINN, vice-president-general manager, KXOC Chico, Calif., elected chairman of Merchants Committee, Chamber of Commerce there.


HUTCHISON QUITS

President of WBIG

GILBERT M. HUTCHISON has resigned effective Oct. 1 as president-general manager-director of WBIG Greensboro, N. C., it has been announced. He joined WBIG, licensed to North Carolina Broadcasting Co., owned by Jefferson Standard Life Insurance Co., in 1939, becoming general manager in 1949 and later elected president and director.

Mr. Hutchison said he has several offers under consideration but will make no plans until he takes a long vacation and rest. He had postponed his resignation until WBIG'S labor case before NLRB was settled [BT, Sept. 8]. If a permanent WBIG manager is not named by Oct. 1, Larry Walker, vice president of Jefferson Standard Broadcasting Co., licensee of WBT Charlotte in addition to control of WBIG, will fill the position temporarily. Mr. Hutchison and his family reside at 114 Home- wood Dr., Starmount, N. C.
In 1922, the year WREC was born, the first commercial program was broadcast. From those pioneer days through 3 decades of constant growth WREC prestige has been built upon superior service to listener and advertiser alike. Engineering perfection, quality programming and adequate power continue to gain an ever-increasing audience of interested listeners. Through this policy of operational superiority we shall continue to grow.
EMPHASIZING a change of pace in fireside campaign techniques, the Democrats will use a documentary format on network radio-TV this week.

At the same time, the party was putting the finishing touches on "an extensive" spot drive, mostly radio but including some TV announcements.

This is the latest development as the Presidential candidates move along in high gear [B&T, Aug. 4, et seq.].

Meanwhile, the Republicans were equally active. The GOP National Committee announced it had bought radio-TV time for three talks this week—two by Gen. Dwight Eisenhower, Republican Presidential nominee, and one by Sen. Richard Nixon (Calif.), his running mate.

GOP county committees also purchased time on local levels as political revenues accrued in larger quantities to individual stations and networks alike.

With a number of talks by Democratic nominee Adlai Stevenson behind them, his campaign planners have prepared a film sequence encompassing highlights from the Governor’s talks, plus color and human interest shots. A similar package has been transcribed for radio. John Vandercook will serve as commentator.

The Democratic National Committee bought time on NBC-TV and MBS radio (full network) from 10:30 to 11 p.m. EDT for the program, as yet untitled. The purchases represent at least $45,000 worth of time.

If successful, the documentary format will be used periodically after Stevenson speeches as a varied pace for the voters. The Democratic Presidential candidate is expected to appear on radio and/or TV at least once a week up to election eve. A number of time segments tentatively have been reserved on national networks.

The party’s Finance Committee is still seeking contributions for its Radio-TV Victory Chest. Boardership Bum!, committee chairman, plans a nationwide drive for funds for all media, noting high cost of radio-TV appearances and claiming that most of the money in the party treasury (about $800,000) had been spent for time before he became chairman of the committee.

"Electioneering in 1952 isn’t a matter of a soapbox and a torch parade. When a candidate talks he talks to millions—before a television camera and a microphone," Stephen A. Mitchell, chairman of the Democratic National Committee, explains to party workers. "We need the money—badly. We’ve got to buy more television, more radio."

Local Buying Urged

Local political groups are being urged to cooperate with the national committee and community-area stations. An example: The Johnson County, Iowa, Democratic Committee has bought $500 worth of time on KXIC Iowa City for eight 5-minute programs and one half-hour show starting Oct. 21.

The Joseph Katz Co., Bayonne, N.J., and New York, is now working on the spot announcement program, to be issued in a fortnight. There was no estimate on the proposed spot campaign but a goodly sum will be expended, it was learned.

Money problems also plague the Republicans. Robert McElroy, a member of the GOP National Finance Committee, called for a vigorous all-out advertising campaign, adding the election will be won or lost on television. He said $8 million for TV time alone is a minimum, counting expenditures at all levels.

Commitments for Eisenhower-Nixon talks next two weeks represent well over $100,000. Schedule calls for talks by Sen. Nixon in Pomona, Calif., this Wednesday (11:30 p.m. EDT) on 32 ABC-TV stations and the Don Lee Network, with simulcast in California only; by Gen. Eisenhower in Kansas City, this Friday (10:45 p.m. EDT) on NBC radio and television; and by the general again in Baltimore, Sept. 25 (9-9:30 p.m. EDT) on DuMont TV Network and CBS Radio. The Nixon talk is under auspices of the Eisenhower-Nixon Committee of Southern California.

The Republican Presidential nominee also was slated to speak in St. Louis this Saturday, though there was a possibility that a jurisdictional labor dispute of the AFL might prevent any radio or TV coverage. The appearance is not listed as a major network commitment by the GOP National Committee.

Television will be used by the New York Republican County Committee for the first time in its history to present national, state and county issues of the present campaign, according to Thomas J. Curran, Republican county chairman.

Mr. Curran revealed that the county committee will sponsor seven TV programs over DuMont, starting this Wednesday and continuing through Wednesday, Oct. 29. The programs, scheduled for 8-8:30 p.m., will make use of film and live action shots by professional actors and public figures to dramatize campaign issues.
"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in service. We can't afford to take any other attitude. We've bought program time all over the country, and those programs must be filled.

'We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

'As to cost — Air Express costs Dumont less than other air services would, by thousands of dollars per year! For instance, on our regular shipments to Detroit, other services cost 37% to 337% more than Air Express. And we can't duplicate the service at any price!

'The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments — especially when being shuttled between stations — is almost uncanny! It has helped us out in many an emergency.

'It pays to specify Air Express — in more ways than one!"
matches, wrestling and major league baseball.

On the subject of 10 watters, Mr. Harrison will never forget the time he phoned Greats Caldwell of the old Federal Radio Commission and requested a power increase. The following day he received his reply in a telegram addressed to "General Harrison" at the Federal Reserve Bank. Mr. Harrison often wonders if Mr. Caldwell misunderstood or whether the telegraph company inadvertently changed "Gerald" to "General," At any rate, the wire authorized an increase to 100 w.

In 1928, Messrs. Harrison and Wheeler became multiple-station operators with the purchase of WBET for $5,000. They transferred the outlet to Lexington, changed the call letters to WLEX, did some extensive promotion, and in 1930 sold the station to John Shepard for $125,000. During the two-year ownership of WLEX, Mr. Harrison recalls that they experimented with television, using a whirling disc with concentric holes.

Joins Yankee Network

Needless to say, Mr. Harrison had forsaken banking by that time and at that point joined Mr. Shepard's Yankee Network as director of station relations. When Mr. Shepard bought WLEX, he moved it to Boston and, as WAAB, it became the key station of a second regional, the Colonial Network. Mr. Harrison was director of station relations for Colonial too.

Because Yankee and CBS needed a link in Springfield, Mr. Harrison persuaded his friend, A. S. Moffat, to apply for what is now WMAS. For Lowell and nearby Lawrence, they moved the 100 watter in Lexington to Lowell, increased its power to 200 watts and added a synchronous transmitter at Lawrence. Mr. Harrison left Yankee in 1944 to take a more active part in management of the stations of which he is now president.

When FM began to hit its stride after World War II, it found Mr. Harrison right in step. Mr. Harrison is convinced that FM has been a dormant giant which some day will come into its own as the ultimate in the broadcast art. Both WMAS-FM and WLLH-FM operate fulltime with full power.

Mr. Harrison was born Sept. 21, 1899, in Somerville, Mass. He attended Lawrenceville School in Lawrenceville, N. J., and was graduated from Yale U. in the 1920s. In 1951, he married the former Janet Hoch of Belmont, Mass. They have three children, Ted, who is a freshman at Yale, and Geraldine and Stanley.

As for hobbies, Mr. Harrison lists sailing, skiing and swimming.

He is a member of the Advertising Club of Boston, the Radio Executives Club of Boston, the Radio Pioneers, Yale Clubs of Boston and New York, the Boston Yacht Club, and is a past commander of the Crosscup - Pishon Post, American Legion, of Boston.

Mr. Harrison still finds time for an occasional hockey game. He doesn't mind buying the tickets now. But 'he's awfully glad he sought those passes back in 1928.

'CHAIN LIGHTNING'

NBC Expands N. Y. Plan

WNBC and WNBT (TV) New York's "Chain Lightning" merchandising plan for New York area supermarkets has been bolstered by the addition of more than 5,000 independent retail outlets to the some 1,800 chain markets already in the fold [B+T, Sept. 1].

In announcing this expansion last week, station authorities said the total outlets represent an estimated 75% of the $2 billion food industry in that area. Under the plan, independent stores, acting as members of the NBC Quality Group and thereby participate in a promotional program benefiting them and the stations.

Main points of the plan are:

(1)—The NBC Cookbook, printed by the Consolidated Publishers of Chicago, will be sold to members of the plan who, in turn, will place them on sale. Cookbooks are to be promoted on WNBC and WNBT programs to build up supermarket traffic.

(2)—NBC star talent, including Bob and Ray, Jinx Falkenburg, Faye Emerson, Morey Amsterdam and Herb Sheldon, will be available for supermarket openings.

(3)—The stations are planning a window poster service featuring "NBC Star Values," promoting WNBC and WNBT advertisers. Extra copies will have blank spaces for the local merchant to write in local specials.

(4)—Mat service with NBC performers' pictures and cartoons to dress up limited-budget ads will be provided local newspapers.

(5)—WNBC will present a half-hour radio show, starring Jane Pickens, promoting NBC Quality Group stores.

(6)—Members will be eligible to send employees to see previews of Hollywood movies and vote in "Movie of Month" promotion. WNBC and WNBT have a similar promotion plan with Motion Picture Industry Committee of Greater New York. [B+T, Aug. 18.]

NSSR Plans Workshop

NEW SCHOOL for Social Research, New York, will offer 18 workshop and seminars in communications, and in public relations, including courses in television writing, international communications and international broadcasting and television, beginning Sept. 24.
NEW LARGE HUB on the “Scotch” Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is 2¼", compared with the 1¼" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

A greatly improved tape to match this greatly improved reel!

- "DRY LUBRICATING" process gives you a tape that practically eliminates sticking, squealing and cupping...a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!
- THINNER CONSTRUCTION allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with “Scotch” Brand 111-A, the industry’s standard of quality.
- 100% SPLICE-FREE! Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.
- GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ¼ db from reel to reel.


SCOTCH BRAND MAGNETIC TAPE
On the dotted line.

WAAB SALE
FCC Approval Asked

SALE of WAAB Worcester, Mass., by Bruff W. Olin Jr. for approximately $160,000 to Wilson Enterprises Inc., was reported last week as transfer papers were filed for FCC approval.

Wilson Enterprises, former licensee of WCNT-AM-FM Centralia, Ill., is owned by George F. Wilson and his wife, Kathleen. Mr. Wilson formerly was commercial ad manager of WQTL Chicago.

Wilson Enterprises has pending a television application for uhf Channel 14 at Worcester and, according to the transfer application, plans to amend this request and consolidate it with the pending television application of Olin Corp. for uhf Channel 20 there after approval of the WAAB purchase. It is not known which channel will be sought then. Mr. Olin is sole owner of Olin Corp., WAAB licensee.

Mr. Olin, who will be retained by the new owner as consultant for a period of four years at an annual fee of $8,920, has not announced future plans other than that he intends to rest in Florida for some time.

WAAB, assigned 1440 kc with 5 kw fulltime and now an ABC affiliate, is one of the oldest radio stations in New England. Operated for many years by the Yankee Network as a Boston outlet, WAAB was moved to Worcester in 1942. Mr. Olin purchased WAAB in 1950 from the Yankee Network.

Wilson Enterprises sold WCNT-AM-FM earlier this year to Southern Illinois Broadcasting Corp. for $150,000 [B&T, May 26].

The WAAB sale was handled by Blackburn-Hamilton Co.

'FAIR' MEDIA
Urged by Truman

RADIO, TV, newspapers and magazines "have a great responsibility to be fair" in reporting political campaigns, President Truman told his Thursday news conference.

Singling out newspapers for criticism, the President said he was in 1948 with only 10.3% of newspapers supporting him "and almost all the big circulation magazines were pro-Republican."

Authorizing direct quotation of his views, the President said, "If democracy is to work properly, the people must be able to read and hear not only the Republican story but the Democratic as well." He termed it "a rather pitiful situation—the small amount of political influence that the great free press of the United States has. Newspapers—especially daily newspapers—have become big business, and big business traditionally has always been Republican."

The President said he thought "fairness has been increasing" since Gov. Adlai Stevenson's speech criticizing newspapers, delivered a few days before in Oregon.


DISCUSSING Sports with Sherman program on WBAP-TV Fort Worth are (seated, I to r): Karl Scharfenberg, owner, West Texas Appliance Co., sponsor; Jack Rogers, WBAP reg. acct. mgr.; Bud Sherman, WBAP sports editor; standing, Jack Guthrie (I), West Texas adv. mgr., and James McBride, McBride & Holmes, agency.

MUNTZ TV buys heavy schedule on WBT Charlotte, N. C., to introduce its line in that city. Don Adams (l), Muntz v. p. in charge of sls., signs contract in presence of Jerry Colonna (I), Muntz TV stockholder, and Ben McKinnon, WBT sls. rep.

SANDRA Motors sponsors All Star Hit Parade, United Artists Pictures of the Corp. property, on WBKB (TV) Chicago. Handling for auto firm are (I to r): Pat Banks, WBKB sls.; Sam Shattens, Sandra pres.; and Larry Stein, Lawrence Adv., agency.

Canadian 

Private TV 'Considered'

change in Canadian government thinking appears to be under way on allowing independent broadcasters to operate television stations, Prime Minister Louis St. Laurent indicated at Vancouver. "The part to be played by privately-owned stations in extending national television services in Canada is being actively considered by the government," he said.

Only months ago Revenue Minister J. J. McCann had told the House of Commons at Ottawa there would be no independent TV station licensees in Canada until there was at least one government-owned TV station in each of Canada's 10 provinces.

Mr. St. Laurent told Vancouver citizens an early start is to be made on a TV station for their area, and also for the prairie and Atlantic Coast provinces. He said that at the next session of the Canadian Parliament the government would recommend a loan to the Canadian Broadcasting Corp. for three more TV stations.

For TV viewers the Canadian premier also had a few happy words, when he said there would be no TV receiver license fee for the remainder of the fiscal year, which ends March 31. He would not announce the amount of the annual license fee (CBC has suggested $18), or if there would be a license. But he did say that those who look at CBC TV programs will have to pay for them, that the costs should not be financed out of the general Canadian treasury since all could not see them.

Dunton Forecast

Commenting on the premier's announcement, CBC Chairman A. D. Dunton at Montreal, said it may take up to two years for the three stations to go into operation. He intimated CBC may suggest a loan of $3 million for the West Coast, prairies and Atlantic Coast stations promised by the Canadian premier. Sites, buildings and equipment must be planned and ordered after Parliament grants the loan.

Canadian independent broadcasters, through T. J. Allard, general manager of the Canadian Association of Broadcasters, Ottawa, welcomed the premier's announcement that private TV stations are under consideration, and said he hoped private stations "will not be surrounded by controls so stifling that provision of proper service will be impossible."

members of the Japanese Embassy made their first TV appearance since the recognition of Japan by the U. S. when Tomiko Araki, daughter of the Japanese Ambassador, presented a group of songs on Ruth Crane's Modern Woman show on WMAL-TV.

Wmro Renewal

FCC Grants Without Hearing

APPLICATION for license renewal of WMRO Aurora, Ill., without need of hearing was granted by the FCC in an order issued Sept. 4.

The Commission granted the renewal bid of WMRO Inc., licensee of WMRO with 250 w daytime on 1280 kc, after a favorable recommendation had been issued by FCC Broadcast Bureau Chief Curtis Plummer [B*5, Aug. 25, 18].

Earlier the Commission had set the application for hearing, later postponed, to determine whether WMRO had filed timely reports (ownership, financial, etc.) and had operated in compliance with FCC rules and engineering standards. WMRO acknowledged tardiness in filing some reports but said new office procedures had been adopted to assure greater attention. Engineeringwise, it had been charged with operating beyond signoff time on two occasions.

In announcing its order, the Commission noted that "the licensees is aware of its lack of diligence in the past" and "has taken steps to insure timely compliance with the Commission's rules and regulations in the future."

Treaty Draft

Copyright Protection Set

DRAFT of a new international treaty consolidating copyright protection in the free world was completed last week by representatives of 40-odd nations, meeting in Geneva, Switzerland.

Known as the General Universal Copyright Convention, the treaty is designed to assure in each country uniform protection for its creations and those of other countries. Literature, scientific and artistic works are covered.

The convention was drafted under auspices of the United Nations Educational, Scientific & Cultural Organization, Luther Evans, Librarian of Congress and U. S. delegate, said American ratification would require repeal of the clause in the present law limiting protection of English language books published abroad to five years unless the book also is published in the U. S. during that period. Universal minimum of 25 years protection is established.

Bar Assn. Report

The two "outstanding events of the year were the lifting of the television 'freeze' and the passage of the McParrand Bill," according to the annual report of the Standing Committee on Communications of the American Bar Assn. The report, issued last week, covers highlights of FCC actions of the past year as well as relative highlights of the courts and Congress. It was submitted by Neville Miller, committee chairman, and Ben S. Fisher, Barmore P. Gambrell, Eugene L. Garey, John T. Quisenberry and Carl I. Wheat, Washington attorneys.
ERNEST WALLING, program manager, NBC-TV network, to WPTZ Philadelphia as director of programming. Larry Krupp, announcer, WJW Cleveland, appointed night supervisor of station operations there.

DAVID GROVER appointed program director, KUSD Vermillion, S. D.

VERNE PAULE, chief announcer, WJJS Evansville, Ind., promoted to program director.

BILL LEWIS, production manager, KRIZ Phoenix, Ariz., promoted to program director.

RAY STEWART named executive producer, WOIT-TV Ames, Iowa.

J. NEWTON YATES, Southern California music authority, to KPLO Los Angeles as music director. JIM NARZ, announcer-disc jockey, WKLN Lexington, Ky.; J. STANLEY, announcer, KFAC Los Angeles, and MALCOLM CLAIRE, children's program producer, WMAQ Chicago, to KPOL in similar capacities.

MARK SHEELEY, KSJO San Jose, Calif., to KYA San Francisco, for Blue Chaser Club program.

CHARLOTTE BRAINARD to WBZ Boston as continuity writer.

BILL ERVIN to KARE Atchison, Kan., as sports director.

IRVING CUMMINGS, motion picture producer-director, succeeds WILLIAM KEIGHLEY as producer-director of CBS Radio Los Radio Theatre.

LEW SIRIGAS, Ohio Adv., Cleveland, to WHHI Warren, Ohio, as promotion-publicity man. LEN MOENKER, staff announcer, WKST New Castle, Pa., to WHHI in same capacity.

AL GOODMAN, art director, KECA-TV Los Angeles, elected to represent TV on executive board of Society of Motion Picture Art Directors, SEYMOUR KATE and CARL MACAULEY, both KECA-TV, elected chairman and secretary of TV section.

JAY SOMMERS and JOHNNY GREENE, radio-TV comedy writers, set as regular writing team on CBS TV's "My Friend Irma."

DORATHEA J. CHISBOLM, publicity director, WBT Charlotte, N. C., to WIRC Hickory, N. C., as continuity editor and promotion director.

LIE GERONI, traffic manager, KPLO Los Angeles, adds duties as women's director.

MIKE KIRKMeyer, sports director, KTUR Turlock, Calif., to KONG Vissalia, in same capacity.

AL DIKIAN, promotion manager for International Food & Home Shows, to WBBM Chicago as assistant to sales promotion director.

ROLAND SPONGBERG to WBEL Beloit, Wis., to head new promotion-merchandising department.

REX KOURY, staff organism and assistant music leader, ABC Western Div., promoted to director of music. He succeeds BASIL ADLAM, resigned to concentrate on presidential duties with Bel Air Music Corp., Beverly Hills publisher of school band music. MICKEY GILLETTE, practicing lawyer and former song writer soloist and conductor, KNBC San Francisco, to ABC Western Div. as assistant director.

JACK BUNCH, who continues as staff musician.

WIFRED LOTT to WLW and WLT (TV) Cincinnati, on public relations staff. HELEN DALY, secretary to R. E. DUNVILLE, president, appointed assistant to GIL KINGSBURY, public relations director.

DANNY THOMAS, star of NBC-TV Colgate Comedy Hour, awarded bronze plaque of appreciation by California Chapter of National Multiple Sclerosis Society.

MARK BUNCH, who continues as staff musician.

WILLIE BABBITT, staff of CBS Radio Pacific Network Second Cup of Coffee Club, named "Man We'd Most Like to Take Care of" by Calif. State Nurses Assn.

NORM PALMER, m.c., WBBM Chicago, to KMOX St. Louis where he will have several shows of his own.

JUSTINE BRALEY, WGN Chicago production staff, and J. James Naal were married Aug. 30.

AGNES CAROL ODDO, advertising department, ABC Hollywood, and Vincent J. O'Boyle were married, Aug. 20.

(TENNESSEE) ERNIE FORD, star of ABC radio Tennessee Ernie and KSLA-TV Hollywood Homecoming Jamboree, father of boy, Brian Leonard, Sept. 3.

AUDREY TOTTER, star of CBS Radio Meet Millie, and Dr. Leo Fred, Los Angeles physician, will be married this month.

ARTHUR BROWNE Jr., writer on NBC radio Texas Rangers, father of girl, Theresa Christine, Aug. 25.

FRANKLIN BOND and ARTHUR MILLER to news staff of WLLI Hempstead, L. I.

PAUL HARVEY, ABC news commentator, became first recipient of American Legion's annual radio award in recognition of his "continuing interest in the welfare of the American veteran."

JOHN A. GAMBLING, MBS-WOR New York commentator, father of girl, Ann Bradley, Sept. 5.

BERNIE GILLESPIE named news editor of CHML Hamilton, succeeding RAY HILL.
FOOTBALL SLATE

Stations Report Schedules

NEW ANNOUNCEMENTS were made last week on radio coverage of football games across the nation for the coming season.

ABC radio will cover a total of nine college games on its "Football Game of the Week," starting with the Ohio State-Indiana contest Sept. 27 and extending through Nov. 29. The games are being offered for cooperative sponsorship. Second game will be Kansas-Oklahoma. Full schedule has not been set; early-season performance will guide the scheduling of later games.

Under sponsorship of Miller High Life Beer and Atlantic Refining Co., WMGM New York will broadcast the entire official 12-game schedule of the New York Giants professional team. First game is the Sept. 28 Giants-Dallas Texans contest. The station also is broadcasting a number of Giants preseason games.

WFIL Philadelphia reported Canada Dry Ginger Ale Inc. has signed to share sponsorship of the nine-game U. of Pennsylvania schedule, plus the Princeton-Dartmouth game Nov. 22. The Penn schedule starts Sept. 27. J. M. Mathes Inc., New York, is the agency.

WWJ Detroit will air the U. of Michigan football schedule, under sponsorship of the Chrysler Dealers of Metropolitan Detroit.

WCAJ Burlington, Vt., reported it will broadcast 10 outstanding football games in which four Vermont institutions, U. of Vermont, Middlebury College, St. Michael's College and Norwich U., will participate. The radio schedule, which begins Sept. 27, will be sponsored by Vermont Structural Steel Corp.

WSIX Nashville, which reported sale of 168 quarter-hours of special programming for the coming football season, will air U. of Tennessee games over the "Vol Network." The other features include several local and transcribed shows.

WKNA Charleston, W. Va., will carry the West Virginia U. schedule beginning Sept. 27. The broadcasts will be sponsored by Ashland Oil Co.

KOL Seattle announced it will air all Seattle high school football games for the season, including a Thanksgiving Day game when the Seattle champion high school team plays a visiting team. KING-TV Seattle will telecast a football jamboree Friday in which all eight local high schools will play 15 minutes each in a round-robin style game.

DETROIT Archdiocesan Council of Catholic Men has commanded ABC and its owned stations WXYZ-AM-TV Detroit "for the generous contribution of its time and facilities in the presentation of The Christian in Action."
GENERAL meeting to discuss the recommendations of the working group committee on tall TV towers [B+T, Sept. 8] is scheduled for Sept. 29 at 10 a.m. in Room 2250 of FCC headquarters, Conn. Edward M. Webster announced last week.

Copies of the recommendations, formulated by an "ad hoc" committee which comprised representatives of the FCC, CAA, radio-TV broadcasters and aviation interests, were mailed to all who attended the initial meeting to discuss the problem last April [B+T, April 28].

Comments on the suggestions were requested by Conr. Webster by Sept. 22.

The impact of tall TV towers on air navigation arose earlier this year when the aviation industry saw what it believed to be thousands of 1,500 and 2,000-ft. towers springing up over the landscape.

Findings of the working group indicated this was erroneous. Almost 80% of the first 700 TV applications were found to specify towers less than 600 ft. in height. Only one application requested a tower higher than 1,500 ft.—and that was 1,585 ft.

The "ad hoc" committee recommended that present procedures governing approval of towers above 500 ft. be left as is. Only changes recommended were (1) an extension of specifications for painting and lighting high towers and (2) a set of criteria for minimum flight altitudes for planes operating on airways near which tall TV towers may be located.

Current Procedure

At the present time, broadcast applicants proposing towers higher than 500 ft. must secure regional airspace subcommittee approval. These subcommittees are composed of representatives of the CAA, military services, aviation interests and others.

The working group divided itself into subcommittees to take up various facets of the problem. The report of the subcommittee which studied the core of the question—whether there should be nationwide standards governing the erection of towers more than 500 ft. in height—is as follows:

The subcommittee, as a result of its study, doubts that general standards can be developed for use in special aeronautical studies which can be applied to all tower applications, for towers over 500 feet in height above the ground in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint. However, it is probable that guidance can be provided to the airspace subcommittees in working out television tower problems at specific locations. This idea involves the over-all consideration of aviation and television requirements at any given community and a concerted joint effort to resolve any conflicts of interest that may exist. In general, airspace subcommittees would determine maximum heights of antenna structures in various areas surrounding a given community and would seek to minimize the hazard introduced by tall towers to the extent practicable in consideration of required coverage of the television stations. It is suggested that the following general guides be used, with the understanding that they in no way change or affect FCC Part 17, which requires special aeronautical study of antenna towers over 500 feet above the ground:

1. All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

2. All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past.

3. The airspace subcommittees make every effort to work with television applicants to recommend sites or areas within the community which will accommodate television towers 500 ft. and above in height. Whenever practical, the siting of towers in one, rather than several areas of community should be encouraged by the airspace subcommittees. In order to assist in such encouragement the airspace subcommittees may recommend adjustment in aviation use of the airspace, as may be required to permit the establishment and protection of high television tower sites. Towers of 1,000 ft. and above extend well into the altitudes normally used by small aircraft, and regardless of the day and night marking placed on them present some degree of hazard. Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings located on well-defined landmarks when such location reduces the hazard element and is practical from a television and aeronautical point of view.

4. The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions.

The subcommittee considered a suggested criteria concerning antenna towers over 500 feet in height located off of but in close proximity to airways, and concluded that this suggested criteria related solely to the establishment of minimum en route altitudes and there-
KITE HOOPER RIFT

A DISPUTE between C. E. Hooper Inc. and KITE San Antonio over a promotional campaign conducted by the station has resulted in the canceling of KITE's subscription.

Heart of the dispute was a newspaper advertising campaign in which, according to C. E. Hooper, KITE urged readers to answer calls from telephone interviewers by saying they were tuned to KITE, and thus win $5. Mr. Hooper claims Charles B. Balthrope, station manager, admitted the objective of the promotion campaign was to influence the Hooper survey.

Mr. Balthrope contends that "we believe Mr. Hooper was drawn into invoking cancellation on us by the other subscribing stations," and that the dispute started when KITE, in a letter to Mr. Hooper on April 1, pointed out alleged inconsistencies in the survey and claimed deterioration in its service.

"Mr. Hooper has been aware of everything we have done promotionally, and he has already published, without any comment, his San Antonio reports for June and July," Mr. Balthrope asserted. "If these figures were incorrect, why would he have published them?"

San Antonio Meeting

Mr. Hooper said: "I went to San Antonio on July 22 to meet with all subscribing stations, including KITE. The purpose was to persuade Mr. Balthrope to abandon this promotion. At the conclusion of an all-day meeting, Mr. Balthrope satisfied all of us that he was abandoning the promotion and the meeting adjourned. The promotion was then renewed and I cancelled his subscription in line with company policy . . . ."

The ratings executive said his publication of the June-July report occurred after the July 22 meeting and was done to maintain continuity of record because he thought KITE had been persuaded to cease the promotion in question.

The station maintains that "the changes [in its April 1] letter have never been directly answered by Mr. Hooper although they state that he admitted 'wobbly ratings' and the need for larger samples in a later letter, copy of which was sent to all San Antonio subscribing stations by Hooper." Mr. Hooper said that in the July 22 meeting Mr. Balthrope was satisfied as to all "particular" complaints he had made in his letter.

WHEREVER YOU GO THERE'S WGR

WGR flattens out advertising costs throughout Western New York, Northwestern Pennsylvania and in Ontario . . . for WGR is the most listened-to radio station in the Buffalo area.

RADIO VS. TV POLL

Runs Dead Heat in Detroit

RADIO and video ran neck-to-neck in a poll of six Detroit women by the Free Press there, with the women answering the question: Which would you rather give up, your radio or your television set?

The three favoring radio were housewives and all agreed they liked radio because they could continue to do housework while listening.

The three who preferred television, including one housewife, said they liked TV because "it seems more real."
JOHN T. TRAVER

WSGW's Chief Engineer Dies

JOHN T. TRAVER, 30, chief engineer, WSGW Saginaw, Mich., died Sept. 4, reportedly of poliomyelitis, at Saginaw County Hospital. A native of Detroit, Mr. Traver went to Saginaw in September 1949 to set up WSGW facilities for the Booth Radio & Television Corp. He had served as chief engineer since. He was a graduate of the Detroit Institute of Technology.

During World War II, Mr. Travers served with Pan American Airways as a radio operator. He served in the crew which flew the late President Franklin D. Roosevelt to the Casa Blanca conference.

Patent Award

AWARD for the best patent disclosure by engineers in its Electronic Tube Div. has been made by Westinghouse Electric Corp. Winner of the “Most Meritorious Disclosure” award ($200) was Philip E. Voiz, section engineer in the division. He submitted an entry dealing with an improved method of increasing power and efficiency of high frequency generating tubes for radar operation. Presentation was made by J. H. Findlay, manager of power and special tube engineering. Mr. Voiz has been in the Electronic Tube Div. since 1951.

This Clock gives you correct time

STYLE 37-15* S. S.
Sweep Seconds
Self-winding

٥ Can be Synchronized Hourly
٦ Unaffected by AC Power Failures
(SeI-Powered)
٧ Install Anywhere
(AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

BROADCASTING • Teletasking

C. P. BOGGS, vice president-director of manufacturing, Sylvania Electric Products Co., to Brush Development Co., Cleveland, Ohio, as vice president in charge of manufacturing. DOUGLAS C. LYNCH, senior staff executive, Willys Overland, Toledo, to Brush as vice president in charge of sales.


JOSEPH H. RABINOVITZ promoted to production manager, Gould, Gelas & Benn Inc., Chicago, marketing consultant firm.

SPONSOR COORDINATING AGENCY, N. Y., opens West Coast headquarters at 197 N. Canon Dr., Beverly Hills, with BON JOHNS transferring as manager. Firm coordinates store-wide promotion with clients' radio-TV programs.

FREDERICK G. BERNER and RUSSELL J. GANTNER, elected vice presidents of Market Research Corp. of America, N. Y.

LEON A. WORTMAN, director of advertising and sales promotion, Audio & Video Products Corp. N. Y., to Fine Sound Inc., Tomkins Cove, N. Y., as general manager.

STANLEY BERNSTEIN, owner of Aerco Engineering Co., Feoira, Ill., elected executive vice president and appointed general manager of Electrical Tower Service Inc., same city.

CRANE PUBLICATIONS, Hollywood, BMI affiliate music company, moves to 6000 Sunset Blvd. EDDIE TRUMAN, staff musician, ABC Western Div., heads firm.

ROBERT J. WADE, elected coordinator of TV development for NBC-TV, to P. J. Rotondo Co., N. Y., to set up building firm, as production director.

JERRY HORMIN resigns at Nat Goldstone TV Productions to open offices in Beverly Hills as consultant on TV materials and properties.

LESLIE G. KENNON, former news editor at KWTO Springfield, Mo., to U.P Bureau, Kansas City.

RAYMOND J. THOMAS, former professional baseball player, and BERNARD MACKALL, sales manager of Ledbetter Signs, Sacramento, to Frederic W. Ziv Co. as district representatives. Mr. Thomas will report to TOM PRIVETTE, Ziv southwestern division manager, and Mr. Mackall to N. L. Rogers, western division manager.

DELOS PARSONS, salesman for Randel Kriel Co., in Los Angeles and Southern Ohio, to Frederic W. Ziv Co. as district representative for West Virginia, eastern Kentucky and Ohio.


BENN L. WEINER, general sales manager of the Robert D. Weiner Co., Providence, R. I., manufacturer's representatives of radio, television, electronics devices and appliances, to TeleKing Corp., N. Y., as sales representative of wholly new broadcasting operations assigned territories in New England.

DR. CARL F. MOEN to Electro Voice Inc., Chicago, as engineer. NORMAN FRIEDMAN, LYNN TALBOTT, JAMES WENDT, and FRANK T. MURPHY appointed junior engineers. JOHN ENGLISH named mechanical designer.

R. A. HUMPHREY, to Mycalex Corp., America, Clifton, N. J., as engineer in research and development.


Equipment...

CONRAD Inc. Glendora, Calif., announces introduction of new "Tuner-Kleen" for installation in TV tuners. Unit consists of noise-rotating and stationery contact points for improved reception.

INSULINE Corp., of America, Long Island City, N. Y., announces availability of selected distributor counter display cabinet of TV servicing tools called "Tele-Bin." Unit contains assortment of 165 various alignment and adjusting tools.

Technical...

CHARLES T. WARNER, engineer, WBKB (TV) Chicago, on leave of absence with Adial Stevenson to serve as TV technical consultant during campaign.

NORMAN DUNCAN, engineer, KRNT Des Moines, appointed assistant to chief engineer, CHARLES QUINTIN.

GEORGE M. ARABAK, engineer, WBZ Chicago, to WBT St. Paul.

CRAIG PUCKETT, supervisor of engineering operations, NBC radio, Hollywood, father of girl, Susan.

STORM DANGERS

Stations Alert Listeners

WHEN the season's first hurricane whiplashed the Atlantic Seaboard and a tornado struck a state fair in Missouri, broadcasters performed their invaluable tasks of public service.

In the ebbing hours of August, violent winds swept in from the Atlantic and headed straight for Charleston, S. C. Staffers of WCSC Charleston kept listeners up to the minute on progress of the storm.

WMXQ (TV) Portland, N. C., 22.5 kw outlet, lived up to its public service potential when the hurricane hit the Carolinas' coast, 250 miles away.

By the time the hurricane reached New York City, much of the storm's fury had been spent. Nevertheless, high winds swept away TV house antennas as though they were toothpicks. Metropolitan stations there kept their millions of listeners and viewers informed.

Halfway across the nation, stations in the Sedalia, Mo., area alerted the populace when a tornado struck the grounds of the 1952 Missouri State Fair there.

The tornado hit at 1:30 a.m. Aug. 21, after most morning newspapers had gone to bed. State policemen asked radio stations to warn listeners to keep away from the fairgrounds made dangerous by exposed live wires. Radio's opportunity to be of such service to the fair came in the year that the Missouri Broadcasters Assn. sponsored its first exhibit there. Luckily, the broadcast exhibit was undamaged by the tornado.
Fans Honor WINS

BASEBALL fans have honored many ball players with "Day" in the past, but New York Yankee fans have come up with a twist—a tribute to WINS New York in appreciation of home-and-away broadcasts of their favorite team. Saturday has been designated "WINS Day" by the fans and they will meet and talk with station personalities, including Jack Laey, Martin Starr, Josephine Halpin, Charlie Stark and Jack Lightcap in pre-game ceremonies. A feature of "WINS Day" will be the awarding of gifts, including a European-type sports car and a trip to Bermuda, to the most popular Yankee player selected in a station poll of its listeners.

NBC RADIO STARS

Program, Column to Promote

NBC RADIO is promoting its programs and personalities on a new weekly series, Radio City Previews (Fri., 10:30-10:45 p.m. EDT) and in a twice-weekly paid column of the same title to run in newspapers across the country. Debut of the radio show was set for last Friday and the column for tomorrow (Tuesday).

A newly-created NBC personality, Bob MacKenzie (not an actual person), will headline the radio program and write the newspaper column. He is described by NBC radio officials as "the man who knows all about NBC radio programs and stars" and as "the embodiment of the network's new concept of radio promotion—the NBC salesman who will give listeners inside information about the stars and interviews with the stars of those programs."

Plans for the MacKenzie promotion were formulated by Jacob A. Evans, NBC director of advertising and promotion, and Clyde L. Clem, supervisor of radio audience promotion. They noted that the value of the plan lies in its timeliness and close integration between the radio series and newspaper columns.

To back up the weekly show and the columns, which will be rotated so as to cover every day of the week and every show on the network, NBC radio will schedule MacKenzie spot announcements several times daily.

Credits on Radio City Previews include: Bob Haag in the role of MacKenzie; Parker Gibbs as director, and Jack C. Wilson as writer.

BAB MEMBER MEET

Set for Mid-November

ANNUAL MEMBERSHIP meeting of the BAB probably will be held about mid-November in New York, President William B. Ryan reported last week after meetings of the executive and finance committees.

The date was placed tentatively at Nov. 10 or 11, but is subject to change if it proves conflicting with other major meetings of broadcasters. This is the annual meeting required by BAB's constitution and by-laws, and is not to be confused with the convention traditionally held during NARTB's.

The committee meetings, held Monday, were attended by President Ryan, BAB Board Chairman Charles C. Caley of WMBD Peoria, and the following committee members:

Finance Committee—John Patt of the Goodwill stations, chairman; Rayon Brown, KWIT Wichita Falls, Tex.; John Raudino, Westinghouse stations; R. H. Preston Peters, Free P. and T. Peters; and Adrian Murphy, CBS Radio. Executive Committee—Edward Kobak, chairman; William B. Quarion, WMF Cedar Rapids; Robert D. Sweeze, WNSU New Orleans; William Fine, subscriber, Mutual; and Hugh M. Bevill, NBC (representing John Herbert, NBC).

LUCKY STRIKE

Sets College Campaign

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes), will sponsor a daily news cast and a sports and music show (Mon.-Fri.) on 50 college radio stations during the school year, with scripts by station staffs.

United Press news teletype machines will be installed in each station. The Lucky Strike schedule is the first large scale venture by a cigarette firm into college radio and is in addition to the company's extensive campaign in college newspapers and sports programs. BBDO, New York, is the agency.

Alert Equipment

ELECTRONIC signalling equipment for automatic control of civil air raid warning instruments will be supplied to police radio stations throughout Delaware by General Electric Co., the firm has announced. Equipment produces tones which are useful to special civil defense radio receivers connected to air raid warning devices. Receivers activate the devices to produce standard warning signals prescribed by the Federal Civil Defense Administration. Twenty radio receivers already have been ordered, with prospect of more than 200 throughout the state.

CBS Radio December Bride, created-produced-directed by Parke Levy, is scheduled for fall season, starting Sun., Oct. 5, 6-6:30 p.m. (EST). Program, preceding Our Miss Brooks, stars Spring Byington, Hal March and Doris Singleton. TV version is in preparation.

NEW! Fairchild 3-Speed Turntable

It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!

...and costs less than other professional turntables!

It operates quietly...no turntable vibration or rumble!

Geared belts and geared pulleys insure accurate timing for all 3 speeds.

Fairchild REGISTERING EQUIMENT

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK.

September 15, 1952 • Page 75
How to sell a bank...via radio

These banks are sold on radio because they sponsor Fulton Lewis, Jr.

<table>
<thead>
<tr>
<th>Name of Bank</th>
<th>Location</th>
<th>Station</th>
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</thead>
<tbody>
<tr>
<td>Covington County Bank</td>
<td>Andalusia, Ala.</td>
<td>WCFA</td>
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<tr>
<td>First National Bank</td>
<td>Anniston, Ala.</td>
<td>WSPC</td>
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<td>Dothan Bank and Trust Co.</td>
<td>Dothan, Ala.</td>
<td>WAGF</td>
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<td>Traders &amp; Farmers Bank</td>
<td>Haleyville, Ala.</td>
<td>WJBB</td>
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<td>American National Bank &amp; Trust Co.</td>
<td>Mobile, Ala.</td>
<td>WABB</td>
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<tr>
<td>Burns National Bank</td>
<td>Durango, Colo.</td>
<td>KIUP</td>
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<tr>
<td>Colorado Savings and Trust Co.</td>
<td>La Junta, Colo.</td>
<td>KBNZ</td>
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<tr>
<td>Security Trust Co.</td>
<td>Wilmington, Del.</td>
<td>WAMS</td>
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<tr>
<td>Florida National Bank</td>
<td>Lakeland, Fla.</td>
<td>WONN</td>
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<tr>
<td>First Trust and Savings Bank</td>
<td>Davenport, Iowa</td>
<td>KSTT</td>
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<tr>
<td>Continental American Bank &amp; Trust Co.</td>
<td>Shreveport, La.</td>
<td>KENT</td>
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<tr>
<td>Jackson City Bank</td>
<td>Jackson, Mich.</td>
<td>WKHM</td>
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<tr>
<td>First Peoples State Bank</td>
<td>Traverse City, Mich.</td>
<td>WTCM</td>
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<tr>
<td>Commercial National Bank and Trust Co.</td>
<td>Laurel, Miss.</td>
<td>WLAU</td>
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<tr>
<td>American National Bank</td>
<td>St. Joseph, Mo.</td>
<td>KFEQ</td>
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<td>Fremont National Bank</td>
<td>Fremont, Neb.</td>
<td>KFCT</td>
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<tr>
<td>Chase National Bank</td>
<td>New York, N. Y.</td>
<td>WOR</td>
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<td>Union Trust Company of Shelby</td>
<td>Shelby, N. C.</td>
<td>WOHS</td>
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<tr>
<td>City National Bank and Trust Co.</td>
<td>Columbus, Ohio</td>
<td>WHKC</td>
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<td>First National Bank</td>
<td>Ironon, Ohio</td>
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<td>First National Bank</td>
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<td>KWCO</td>
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<tr>
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<td>Erie, Pa.</td>
<td>WLEV</td>
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<tr>
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<td>Clarksville, Tenn.</td>
<td>WJZM</td>
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<tr>
<td>Carter County Bank</td>
<td>Elizabethon, Tenn.</td>
<td>WBEJ</td>
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<tr>
<td>National Bank of Commerce</td>
<td>Jackson, Tenn.</td>
<td>WDI1</td>
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<td>Laredo, Texas</td>
<td>KUOZ</td>
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<td>Peoples National Bank</td>
<td>Tyler, Texas</td>
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<td>Waggoner National Bank</td>
<td>Vernon, Texas</td>
<td>KVWC</td>
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<td>American National Bank &amp; Trust Co.</td>
<td>Denville, Va.</td>
<td>WDIV</td>
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<td>Peoples National Bank</td>
<td>Aberdeen, Wash.</td>
<td>KXRO</td>
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<td>Flattop National Bank</td>
<td>Bluefield, W. Va.</td>
<td>WKRY</td>
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<tr>
<td>Merchants National Bank</td>
<td>Montgomery, W. Va.</td>
<td>WMON</td>
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<tr>
<td>First National Bank</td>
<td>Rhinelander, Wis.</td>
<td>WOBT</td>
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Currently sponsored on more than 350 stations by 752 local advertisers, Fulton Lewis, Jr. offers a tested means of reaching customers and prospects. There may be an opening in your locality. Please check your Mutual outlet.

* For copies of material showing actual results, use this coupon.

Cooperative Program Department
Mutual Broadcasting System, Inc.
1440 Broadway, New York 18, N. Y.

Please send data on Fulton Lewis, Jr.

Name: ______________________________________________________

Company: ____________________________________________________

Address: _____________________________________________________

City __________________ Zone _____ State _____________________

ANCHORED VOA

‘Courier’ Programs Begin

REGULAR schedule of Voice of America programs in nine languages was begun Sept. 7 by the U.S. Coast Guard Cutter ‘Courier’, the State Dept.’s first sea-going radio relay station.

The cutter station will transmit nearly six hours of programs daily in medium and shortwave, some of them to the Soviet Union, others to the Near and Middle East. Station is equipped with a 160 kw medium and two 35 kw shortwave transmitters.

The ship has been operating on a test basis in recent weeks since it anchored at the Greek Island of Rhodes in the Eastern Mediterranean. Earlier it had visited other ports. Rhodes operation is provided under a site and frequency agreement between the U.S. and Greece.

Reports received by the State Dept. indicate wide broadcast coverage and promise of increased penetration “of the electronic curtain erected by Soviet jamming operations,” according to Dr. Wilson Compton, head of the International Information Administration under which VOA operates.

RADIO-TV INTERNS

To Get Stanford Credits

UNIQUE “internship” during which students will work three months in a commercial radio or TV station is one requirement for the new M.A. degree in radio and television at Stanford, according to Prof. Hubert Keffer, head of the university’s speech and drama department.

San Francisco stations participating are KRON-TV KGO-AM, TV KPIX (TV) KSFO KCSB and KNBC. Students will work at stations full-time without pay, moving from one department to another.

WCPS Opens FM Outlet

WCPS Tarboro, N. C., last week reported its new FM facility would supplement its AM operations beginning yesterday (Sun.). WCPS-FM, licensed with WCPS-AM to Coastal Plains Broadcasting Co., will operate from 6 a.m. to 11 p.m. on 104.3 mc with 10 kw effective radiated power, using Westinghouse FM equipment. Station’s president is V. E. Fountain, and general manager, J. T. Snowden Jr. Lee Hodges, chief engineer, supervised the FM installation.

‘Opy’ Renewed

R. J. REYNOLDS Tobacco Co., Winston-Salem (Prince Albert pipe tobacco), has renewed Grand Ole Opry on NBC radio for the 1952-53 season, through William Esty Co., New York. Program originating at WSM Nashville, has been on air for nearly 27 years.

‘PLENTY OF 20’S’

KIEV Marks Anniversary

TAKING the number “20” seriously during its 20th anniversary this month, KIEV Glendale, Calif., has inaugurated Plenty of Twenty for 20 days from Sept. 1.

KIEV has given each of the 20 participating sponsors a 20-minute segment of the 90-minute program, heard Mon.—through-Sat. Cash prize of $20 or a $30 merchandising certificate is awarded each day to the listener calling in the correct answer to a daily question concerning one of the advertiser’s products.

In addition, the station has given each of the 20 sponsors a 20% discount on all daily spot announcements during the 20-day period. Cal Cannon is general manager of KIEV, which is owned by Cannon System Ltd.

WOV-GROCERS PLAN

To Boost ‘English’ Audience

WOV New York has launched a merchandising promotion plan in cooperation with 524 New York grocers, including the 150 Associated Grocers of Harlem, in a move to increase its English language listener base. The station in the past has stressed merchandising assistance to bolster foreign language listener base, with strongest cooperation on the heavy Italian language schedule.

The new plan spotlights the WOV’s News of the Morning program and one of its star performers, Cecilia Violenes, dubbed “The Lucky Lady.” The stores are displaying poster likenesses of Miss Violenes for several weeks; at the end of that time, “The Lucky Lady” will appear personally at each store. The first customer to identify her will receive a prize.

Lehrbas Post

APPOINTMENT of Lloyd A. Lehrbas, public affairs specialist with the State Dept., as special consultant to Gen. Matthew B. Ridgway in Europe, effective today (Monday) was unexpected late last week. During his service with the State Dept. he has been identified after the war with policy determinations involving the U. S. international information program, including the Voice of America.

JOHN C. BOWMAN, business representative, Publicists Guild, Hollywood, has completed an historical novel, Jule of Demons, to be published by Dial Press early next month.
In August, more people watched "BROADWAY TV THEATRE" than any other program on New York television!

It's the first time ever that a local show has topped every program on every N.Y. station. More than 1,950,000 people saw it. (Telepulse)

WOR-TV channel 9 for New York
Center of attraction at WGAL-TV one evening recently was the Philadelphia Athletics' star pitcher, Bobby Shantz, who was in Lancaster as the special "Knot Hole Gang Guest" of Frank Spair, General Manager of the Lancaster Interstate League team. Following Bobby's visit to WGAL-TV studios where he was surrounded by admiring young baseball fans, the "Gang" together with Joe Astroth and Les McCrabb of the Athletics saw the Lancaster Red Roses and the York White Roses battle it out in an important Interstate League game. The Knothole Gang is sponsored by WGAL and WGAL-TV. Members are admitted free to specified home games of the Lancaster Red Roses. The Knotholers have their own program on WGAL-TV every Saturday morning, with various sports figures as guests of honor.

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.
JOINT APPLICANTS FOR TV

By LARRY CHRISTOPHER

POLICY QUESTION of whether two or more AM station operators in the same market can unite in a common TV venture—while continuing independent, competitive AM operations—was put before FCC last week in what is considered a pilot case.

WBML and WNEX Macon, Ga., separately owned and operated local stations, filed with the Commission a joint TV application for uhf Channel 47 and asked the FCC to waive its duopoly rule, Sec. 3.35, which precludes common ownership or operation of two stations of the same class in a single community.

WBML and WNEX assured the Commission that the joint TV station would in no way effect their respective AM operations. They affirmed that no combination advertising rates nor personnel would be instituted, and would not the policies of one outlet be affected by or contingent upon those of the other. In short, they promised continued separate and independent competitive AM operations.

Meanwhile, it was reported that two New York foreign language stations, WOW and WHOM, propose a joint TV application for uhf Channel 31 there, with the request expected to be filed with FCC this week (see story page 29).

MACON CASE IMPORTANT

The outcome of the Macon case is considered to be of importance to many broadcasters who have long waited for the Commission to issue some sort of policy statement respecting joint TV applications. The industry had hoped for a ruling before July 1, when processing of TV bids commenced.

Furthermore, FCC has said merely that such matters will be considered on a case-to-case basis.

Broadcasters in many markets have been faced with the decision to delay filing and possibly lose out in the television race, or to file and be set for lengthy comparative hearing with a local competitor.

In the latter situation, as WBML and WNEX pointed out, the hearing delay for the uhf channel would be further burdened by a prompt grant of the vhf facility there, thus giving the vhf service a several year jump on the eventual uhf station which would have a difficult time obtaining uhf set circula- tion and listeners.

If both the vhf and uhf stations could start out together, it was pointed out, the public also would have a choice of competitive services and would save money on installation of vhf-uhf equipment at the outset, rather than piecemeal.

The joint application explained the Sixth Report allocated only vhf Channel 13 and uhf Channel 47 to Macon, with WMAZ there, a 10-kw outlet on 940 kc, already on file for Channel 13. WBML has pending a bid for Channel 47, but this would be dropped if the joint WBML-WNEX application is accepted.

WBML is assigned 260 w on 1240 kc and WNEX 280 w on 1400 kc.

Macon is No. 54 in Group A-2 of the Commission's city priority list under its temporary processing procedure.

The joint application was filed in the name of Macon Television Co., a new corporation equally owned by Middle Georgia Broadcasting Co. (WBML) and Macon Broadcasting Co. (WNEX).

It specifies effective radiated power of 101 kw visual and 50.5 kw aural on Channel 47 with an antenna 496 ft. above average terrain.

Estimated construction cost of the joint station is $256,500 with first year operating cost estimated as $240,000 and first year revenue $300,000.

Company's Officers

Officers of Macon Television Co. include the following: President Ernest McKenzie, who is vice-president, secretary-treasurer and a third-owner of WBML; President Edward M. Lowe, president and 51% owner of WNEX; Vice-President Peyton Anderson, vice-president of WNEX; Vice-President Ernest Black, who died after application was filed (see page 101); president and one-third owner of WBML; Vice President and General Manager Alfred Lowe, general manager—we vice president and 21% owner of WNEX; Secretary-Treasurer Ellsworth Hall Jr., secretary-treasurer and 12% owner of WNEX.

The Macon Telegraph Pub. Co. owns 16% of WNEX, which will result in about 8% ownership of Macon Television Co. This interest is voted by Mr. Anderson.

Allen Woodard, executive vice president and one-third owner of WBML, is not an officer in Macon Television Co.

Macon, McKenzie, Black and Woodall formerly were principal owners of WCOS Columbia, S. C., but this interest was acquired in April by Charles W. Pittman, son-in-law of the late Mr. Black.

The WBML trio, along with W. R. Ringston, presently own Radio Augusta, Inc., licensee of WRDW (Continued on page 84)

NEW GRANTS

Now Total 52 Since Thaw

GRANTS for new uhf stations at Rockford, Ill., and Jackson, Miss., and a new vhf station at Roanoke, Va., were issued by FCC last week as processing of Group A-2 applications extended to California. No. 35 on that city priority list, where four bids were notified of the need for comparative hearings.

These three new construction permits raise to 52 the total number of new station authorizations awarded by the Commission since lifting of the TV freeze [B'T, April 14, et seq.]. This total includes 44 commercial and 8 noncommercial educational station grants.

In all, 11 applicants were advised of the necessity for hearing since their bids are mutually exclusive with others, bringing to 164 the total number of applicants designated for hearing or so notified under the provisions of the McFarland Act.

The new CPs were issued to:

Jackson, Miss. (Group A-2, No. 29) — Mississippi Publishers Corporation, granted vhf Channel 59, effective radiated power of 205 kw visual and 105 kw aural, antenna height above average terrain 125 ft. Estimated commencement date: Early 1953.

Rockford, Ill. (Group A-2, No. 31) — WBBG Television Corporation, granted vhf Channel 39, ERP 15.5 kw visual and 9.2 kw aural, antenna 640 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34) — Roanoke Independent Television Co., seeking a station on Channel 25, granted vhf Channel 10, ERP 250 kw visual and 125 kw aural, antenna 1,479 ft. Estimated commencement date: Three to six months after filing.

The following applicants were notified of hearing:

Portland, Ore. (Group A-2, No. 7) — Cascade Television Co. is being notified of application for vhf Channel 15 is mutually exclusive with those of North Pacific Television Inc., Portland Television Inc., and Westminster Radio Stations Inc. (KEX), and indicates that it has pending an hearing scheduled Oct. 16-17 Aug. 25.

Peoria, Ill. (Group A-2, No. 24) — TV and Radio Peeora Inc. (WPEA) and Hilltop Broadcasting Co. (WWXL), both seeking vhf Channel 18, are being advised of need for competitive hearing.

Rockford, Ill. (Group A-2, No. 32) — Greater Rockford Television Inc. and Rockford Broadcasters Inc. (WOKR), both seeking vhf Channel 13, are being advised of need for competitive hearing. Further issues with respect to current Rockford Television Co. applications for overlap and anti-trust considerations.

Roanoke, Va. (Group A-2, No. 30) — Poloan Industries and Times World Corp. (WDBJ), both seeking vhf Channel 7, are being advised of need for competitive hearing.

Fresno, Calif. (Group A-2, No. 35) — KFRRM, the George Harm Station (KFRM) and California Broadcasting Co. (KFRB), both seeking vhf Channel 12, are being advised of competitive hearing. The MCBahan Co. and John Poole Broadcasting Co., both seeking uhf Channel 52, are being advised of need for hearing.

All processing completed last week was in the Group A-2 line. Additional grants in Group B-1 were issued a fortnight ago [B'T, Sept. 8].

Concerning the Channel 26 grant at Jackson to Mississippi Publishers Corp., Maj., Frederick Sullivan, 11% owner of the grantee and editor of its Jackson Daily News, stated it is hoped to get the new outlet on the air by the first of the year. Maj. Sullivan reported he is going to the East this week to arrange for equipment and personnel. The grantee presently has contingent equipment orders with RCA.

Balaban's Comment

Harry Balaban, theatre executive who is president of the Rockford Channel 29 grantee, Winnebago Television, reported it is planned to get on the air "as rapidly as possible."

All RCA equipment has been ordered by WBLO Roanoke, Channel 10 grantee, and it is hoped to have the station on the air in three to five months according to James J. Rong, vice president and general manager. Every effort will (Continued on page 88)

BROADCASTING • Telecasting

SEPTEMBER 15, 1952 • Page 79

FCC GETS PILOT CASE

IN SHORT, THEY PROMISED TO SAVE MONEY ON COMPETITIVE OPERATIONS. THEY HOPE FOR A RULING BEFORE JULY 1, WHEN PROCESSING OF TV BIDS COMMENCED.
television grants and applications

Digest of Those Filed With FCC Sept. 5 through Sept. 11

Grants Since April 14:

<table>
<thead>
<tr>
<th>Type</th>
<th>New</th>
<th>Amended</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>28</td>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td>Educational</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

On the Air

1. Includes XELO-TV Metamora (Mexico-Brownsville).

Applications Since April 14:

<table>
<thead>
<tr>
<th>Type</th>
<th>New</th>
<th>Amended</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>483</td>
<td>315</td>
<td>798</td>
</tr>
<tr>
<td>Educational</td>
<td>14</td>
<td>10</td>
<td>24</td>
</tr>
</tbody>
</table>

NEW STATION GRANTS

ROCKFORD, Ill.—Winnebago Television, Inc., 515 N. Main (Chic.) St., Rockford; FP 5708, was granted a Section 13 grant for a station operating at 910 kHz visual, 112.5 kW visual, 2510 ft. above ground, located in Rockford, III. The station will be owned by Winnoma, Inc. Chairman M. K. Baldwin, President M. F. Baldwin. First day of operation scheduled for Nov. 15. City priority status: Group A-3, No. 10.

JACKSON, Miss. — Mississippi Publishers Association, grantees ufh Ch. 39 (564-566 mc); ERP $123,000 visual, 105 kW audio, antenna height above average terrain 491 ft. above ground 2510 ft. above ground, estimated construction cost $363,000, first year operating cost $145,000. Post Office address: Jackson Daily News, Postmaster. City priority status: Group A-2, No. 32.

SAN BERNARDINO, Calif.—Grape Belt Telecasters, ufh Ch. 30 (566-572 mc); ERP 135 kW visual, 2875 kW audio, antenna height above average terrain 1740 ft. above ground 3000 ft. above ground. Construction cost $249,000, estimated first year operating cost $195,000. Post Office address: 1722 E. Fourth St., San Bernardino. City priority status: Group A-3, No. 29.

CALL ASSIGNMENTS

FCC assigned the following call letters:

KBTV (TV) Denver, Colo. (Colorado Television Corp., (KVOD), First St. and Broadway, Denver, Colo.) to KBTV (KBTV, Inc.) 314 N. Longmont, Denver, Colo. [Department of Justice, 1952].

ATLANTA, Ga.—WEAX Ine. (WEAX Deasket, Ga.), ufh Ch. 30 (600-606 mc); ERP 65.5 kW visual, 9525 kW audio; antenna height above average terrain 597 ft. above ground 8600 ft. above ground. Estimated construction cost $180,000, first year operating cost $105,000. Post Office address: 217 West Ponce de Leon Ave., Atlanta. City priority status: Group A-2, No. 44.
FORMAL opening of CBC television operation in Montreal (CBFT) was greeted with presence of top U. S. radio personalities Sept. 6. L. to r: Marie Jones, vice president, CBS-TV; Charles R. Denny, NBC vice president in charge of O&O stations; Mrs. Denny; Donald Manson, CBC general manager; Paul A. Walker, FCC Chairman; Thomson E. Moore, executive vice president, RCA (Canada); Andre Quiment, assistant to CBC’s coordinator of TV.

Makers Optimistic on Production

TELEVISION transmitter manufacturers appeared last week to be getting into position to keep up with FCC’s issuance of new TV grants.

Spokesmen for RCA reported, meanwhile, that they are in production on 1 kw uhf transmitters and should be ready for shipments before the end of the year. Also in production at RCA are various vhf transmitters, with “substantial” shipments of 2 kw models expected within a month and delivery of 10 kw transmitters expected to start before the end of the year.

It also was noted RCA has recently shipped two 25 kw power amplifiers and two 29 kw models, and is ready to ship three other 25 kw models to stations not identified, at their own request for competitive reasons.

These shipments are in addition to RCA’s flying of 500 w equipment to Denver to put KFEL-TV on the air; its subsequent shipment of 2 kw equipment to KFEL-TV; its shipment of its original Bridgeport, Conn. experimental uhf station to Portland, Ore., for commercial operation by Empire Col Co., and its shipment of a 25 kw power amplifier to WSAZ-TV Huntington, W. Va.

Paul Chamberlain, sales manager for commercial products, General Electric’s Electronics Div., put it this way: “The industry is now able to produce [both low and high-channel vhf antennas and transmitters] at a rate sufficient to meet the demand set forth by the issuance of construction permits” and within six or eight months “should be able to meet the demand for low-power uhf transmitters.”

He warned, however, that “there will be a shortage” of high-power uhf transmitters—those above 1 kw—“for some years to come,” because of “the large number of CP’s to be granted in the uhf, plus the extra long lead cycles necessary to tool up and produce the special tubes for this equipment.”

Mr. Chamberlain said GE is in production on both low and high-channel vhf transmitters and antennas, plus vhf high-power amplifiers—35 kw for low channels and 20 kw for high channels—and “should be in a position to meet demand during the remainder of this year and next year.”

He also reported that both low and high-power uhf transmitters are in production at GE, along with antennas.

Without disclosing its overall production outlook, DuMont announced today (Monday) that it has delivered a 5 kw vhf transmitter for use by WATV (TV) Newark and has sold a 25 kw high power transmitter to WTVR (TV) Richmond.

WATV (TV) will use the new unit on Channel 13 when the station moves its transmitter site from West Orange, N. J., to the Empire State Bldg. in the near future. DuMont observed that WATV also has purchased a 50 kw DuMont transmitter, which will be installed when the FCC authorizes expansion to a higher power. At that time, the 5 kw (Continued on page 84)

JEFFERSON BID

JEFFERSON Standard Broadcasting Co. (WBT WBTV (TV) Charlotte, N. C.) last Friday filed with FCC for vhf Channel 8 in Florence, S. C., listing a proposed investment of $500,000.

In announcing that the application, Joseph M. Bryan, Jefferson president, said that Melvin H. Purvis had been retained as managing director of the operation.

Mr. Purvis is president and general manager of WOLS Florence, S. C., and a prominent attorney in that state. He is the former FBI agent who helped capture the notorious John Dillinger as well as chief counsel of the United States Senate subcommittee on federal manpower policies.

The Florence TV outlet would serve over 780,000 North and South Carolinians who now are receiving only fringe reception from distant stations, according to Mr. Bryan. He said he expects favorable action from FCC within the next few months.

Present plans outlined by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard (WBT), call for basic network affiliation with CBS, although no coaxial cable TV facilities are now connected to Florence. NBC, ABC and DuMont programs also may be available.

Mr. Crutchfield said network shows will be fed to the station via two separate microwave relay

BROADCASTING • Telecasting

Canada Debuts

TV World Greets CBC

OPENING of Canada’s first two television stations—CBFT (TV), Montreal Sept. 6 and CBLT (TV), Toronto Sept. 8—by Canadian Broadcasting Corp. featured high Canadian government officials and greetings on kinescope from TV officials of the four U. S. networks and video figures from four other countries.

President Louis St. Laurent and Revenue Minister J. J. McCann took part in opening ceremonies, while the kinescoped congratulations came from British Broadcasting Corp. states in the Netherlands, Italy and Germany and from WOR-TV New York.

Opening the new stations, CBC Chairman A. D. Dunton reviewed the government’s policy giving the task of operating TV in Canada to the CBC, and promised quality rather than quantity would be emphasized. He stated that TV and programs would dominate, and pointed to the significance of several Canadian advertisers taking time off the station from the start.

At a pre-opening celebration Dunton said that for the time being there will be only three hours or so of televising each evening, but the schedule will be expanded.

A number of United States television officials were present at ceremonies, including FCC Chairman Paul Walker. Leading members of the Montreal and Toronto communities, including Mayors Camilion Houde and Allan Lamport, were present.

Meanwhile, CBC negotiations with U.S. TV networks were slowed down by disagreements on rates.

DuMont TV is expected to sign a contract with CBC soon for live programs, transcriptions and motion picture film. Leading in the discussions is Thomas T. Goldsmith, DuMont president, at Montreal for the opening of CBFT (TV).

He said CBC has expressed satisfaction with DuMont terms, but that the contract has not yet been signed because U.S. advertisers feel CBC rate structure should be on par with that of U.S. TV stations. At present CBC rates are based on air time plus facilities, whether for live, film or relay shows, and are higher than rates charged domestic U.S. advertisers, he said, want to buy only air time, not facilities.

No settlement has been reached by CBC and NBC and CBS TV networks on importation of U. S. network shows from Buffalo, N. Y., to CBLT at less than the affiliate network rate. As a result Canadian Westinghouse Co. Ltd., Hamer Broadcasting, which brought in Studio One, is doing Canadian one-hour show The Big Review, three times monthly, and Campbell Soup Co. Ltd., New Toronto, which relayed The Aldrich Family, is in bringing in film of TV Playhouse.
FILM: TV'S CELLOULOID CELEBRITY

By DAVID SAVAGE
MANAGER OF WCBS-TV'S FILM DEPARTMENT

PICTURE a group of Hollywood executives sitting about a conference table, all looking rather glum. A gentleman in dark glasses at the end of the table is saying, "Our latest picture is so bad I'm afraid to release it . . . the only thing we can do is palm it off on television."

This published cartoon never fails to get a laugh from visitors who see the blown-up copy of it in my office. Like all cartoons it is an exaggeration. In spite of some rather sad film offerings that have been shown on television in the past, we can, with assurance, borrow the motion picture industry's own slogan and alter it slightly to read, "Motion Pictures [On Television] Are Better Than Ever." Better in terms of quality, in terms of show ratings, in terms of all around entertainment value.

This is also true of films produced especially for television. The prime example of this is I Love Lucy, whose quality and ratings have established a target for all producers to aim at.

However, in terms of air-hours, feature films originally produced for theatrical distribution constitute the bulk of film used on television today. The following observations, then, refer mainly to the problems encountered in this type of film programming.

Decision of Programming Aims:

In programming feature films, some very important decisions must be made.

1. Type of Show. Shall we present a film show of various types of films, or shall we present a show of only one type? Television has room for both; and stations have been successful with both. There is, for example, the Mystery Playhouse (WABD New York). This show, as the name implies, presents only the better chillers and has attracted a loyal audience of considerable size. However, there is possibly more popularity in the general film shows—the most outstanding successes of which are probably The Early Show and The Late Show both (WCBS-TV New York) which have attained ratings of close to 20 (A.R.B.) in a seven-station market, competing against both live and film network and local shows. On these feature film shows we strive to present only the best and most recent films of all types—comedy, adventure, love, drama, mystery, both of American and British origin. Also to be considered from a programming point of view is the fact that such a show is much more flexible and allows a station to take advantage of various film offerings, rather than be restricted to one type.

2. Repeats. Shall we repeat a good picture, or play a second grade product for the same money? Inevitably, this question has to be answered. And if the answer is "repeat," the next question is, "How often can we repeat a film in a given time?" Here, there is no single formula. The people in a given market, the number of channels, the number of film shows, the audience composition for each show, the change in total audience for given shows—all these factors must be weighed. However, don't be afraid to ask for a mail reaction to a repeat or to any idea you may have for a new technique in film programming. You'll be happily surprised to learn how much people want to help you achieve better programming.

Purchasing:

Your answers to the above will

(Continued on page 118)

Film editing job at WCBS-TV New York by Harry Heitzer (seated), Mr. Savage (standing, center) and Chuck Hinds.

Mr. Savage joins (l to r) Syd Chatton and Jack Sherry in screening a feature film scheduled for broadcast on WCBS-TV.
Late evening, July 3, 72% of all
TV sets in use in the vast Los Angeles area
were tuned to KNBH ... Channel 4.

Why? Because, as late as midnight, KNBH was
bringing to well over half a million viewers an exclusive
telecast of the heroic attempt of Florence Chadwick
to swim the Catalina Channel.

Again — on July 9 — KNBH was on the air with live shots of
the dramatic fire at Warner Brothers' Studio
one and one-quarter hours before any other station!

Still again — on July 21 — when the earthquake struck at
Tehachapi, KNBH was the first station on the air with the news.

And hours ahead with films taken by KNBH newsreel
department, flown in by chartered airplane!

When you buy time on KNBH Channel 4 in Los Angeles,
you're buying the complete world-wide facilities of NBC — the
imagination, ingenuity and creative personnel which are
making KNBH the most popular TV station west of the Rockies.

Consult KNBH, Hollywood, or your nearest NBC Spot
Sales Office for complete details on availabilities.
A few excellent spot participations are still available on WAVE-TV's unique audience-participation show, "MAN ON THE STREET!"

FORMAT: On-the-street interviews by Foster Brooks, Louisville's most colorful freelancer, interviews people interested and to those who send in questions.

FOSTER BROOKS: A top-notch MC and wit - has appeared with Arthur Godfrey, Vaughn Monroe, Spade Cooley and others!

TIME: 11:45 to 12:00, Monday thru Friday - popular "rest period" in which thousands of extra housewives watch TV!

AUDIENCE: Large and loyal - a "guess-the-color" contest by telephone part of the program had to be discontinued because it always swamped our switchboard for hours!

CHECK WITH F&P!

WAVE-TV OFFERS TOP AVAILABILITY!

A large and loyal audience awaits you on WAVE-TV's "MAN ON THE STREET!" Production offers top, top cavalcade of fun, excitement, and entertainment, along with audience participation and instant "man on the spot" interviews.

LARGEST! Most knowledgeable, most colorful spots, interviews put your message in front of the public in a vivid, vital way. This is the means to get your points across in an exciting, quick sweep to your audience.

Request production of your script today or call Foster Brooks - ext. 5277.

WAVE-TV - FIRST IN KENTUCKY Channel 15

NBC • ABC • DUMONT LOUISVILLE, KENTUCKY

FREE & PETERS, Inc. Exclusive National Representatives

E.irlusire .Aatioual 184 Cooley Louisville's most colorful freelancer interviews participation thru availability! through participation 11:45 excellent spot participation Friday Large and loyal THE Representatives DUMONT housewives 12:00, Monday Application without exception raised by two services and by Channel 47, which presumably requires a cash to the obvious advantages which are reached if Middle Georgia Television and Macon Broadcasting Corporation are allowed to form a joint venture to compete with WBML for Channel 13. The joint applicants there. Each holds a one-third interest in WDAK.

Summarizes Position

Macon Television Co., in support of its request for approval of a jointly-owned TV station, summarized its position as follows:

"(a) Each of the applicant's stockholders considered relevant to be fully qualified to construct and operate a television station on WBML Channel 47, and in the event the Commission does not permit the instant application without a hearing, it is the present intention of the parties to dismiss the instant application and proceed separately for their respective applications for Channels 47 and 29. Therefore, does not reflect a decision by either party that a pooling of resources is necessary to the successful operation of the proposed television station on Channel 47.

"The obligations of each party to conduct and credit the two television corporations are in no way related to the success or failure of the AM radio stations owned and operated by them. Each of the parties to the instant application has financial resources adequate to meet its commitments to the applicant television corporation without regard to whether or not its AM station operates profitably. There will be no interest of each party in the instant television application in the success or failure of the radio station owned by the other party. Each party will continue to own the dollar from every dollar earned by its AM radio stations and every cent of revenue from available AM advertising revenue will continue to the instant application is granted.

"The instant application is granted, Stations WBML and WNEX will operate independently and separately from each other in the future, just as they have in the past. The station policy of each station will be determined and employed in such a manner as the respective stockholders and directors, without regard to the stockholders or directors of the other parties.

"The day-to-day operations of each of the instant applicants will be conducted and controlled by the parties' sales policies, and the discharge of the instant applicants' financial and other obligations will have no interest, financial or otherwise, in the other station.

Rate Card Plan

(c) The applicant will have a rate card for the proposed television stations which will be submitted with the instant application for approval.

In the event the television station can better serve its viewing audience by duplicating a portion of the operations of a television station, to buy time on either station, and if it is determined that there will be a profit to be made, the applicant will have no interest, financial or otherwise, in the other station.

The instant application is granted, Stations WBML and WNEX will operate independently and separately from each other in the future, just as they have in the past. The station policy of each station will be determined and employed in such a manner as the respective stockholders and directors, without regard to the stockholders or directors of the other parties. The day-to-day operations of each of the instant applicants will be conducted and controlled by the parties' sales policies, and the discharge of the instant applicants' financial and other obligations will have no interest, financial or otherwise, in the other station.

The instant application is granted, Stations WBML and WNEX will operate independently and separately from each other in the future, just as they have in the past. The station policy of each station will be determined and employed in such a manner as the respective stockholders and directors, without regard to the stockholders or directors of the other parties. The day-to-day operations of each of the instant applicants will be conducted and controlled by the parties' sales policies, and the discharge of the instant applicants' financial and other obligations will have no interest, financial or otherwise, in the other station.

BLONDE' RIGHTS

Acquired By Slesinger TELEVISION, radio and motion picture rights to "Blonde" comic strip and movie series have been acquired by Slesinger Productions Inc., New York. Company has already completed a pilot film for the new series, which will be presented by the William Morris Agency.

Contract arrangements for packaging the Blondie comic strip for West Coast production, live or film. Series will star Hollywood starlet Jeffer Donnell in title role with John Hodiak as Steve, and will be produced by Stephen Slesinger with Marc Daniels, former director of CBS-TV's 'I Love Lucy,' as director.

LONG-STANDING jurisdictional dispute between Television Authority and the Screen Actors Guild took a big stride toward settlement recently when the Associated Actors and Artists of America (AAAA) board in New York drew up new jurisdictional lines.

By a vote of 53-4, the AAAA board rescinded its resolution of April 19, 1950, vesting in TV jurisdiction over all programs defined as live broadcasts, filmed sequences made especially for entertainment portion of live programs, and any other program by kinescope or similar device done in the manner of a live broadcast.

(2) - SAG will have jurisdiction over "all actors employed in the motion picture field, including, and including, all actors employed in the production of motion pictures produced for use over television and also over all extra employed in such motion picture field in the past.

(3) - Screen Extras Guild will have jurisdiction over "all extras employed in the motion picture field other than the State of New York.

A spokesman for the SAG noted that still are areas of jurisdiction requiring further exploration, such as TV film spot, and "films done in the manner of a motion picture, such as the Lucy Show and the Red Skelton Show." He expressed belief the SAG should be represented at the current negotiation sessions between SAG and national advertising agencies and film producers, covering actors in filmed television commercials.

Preliminary negotiation sessions were held between the ESB and the spot commercial issue Monday and Friday but no contract is expected to be signed until mid-October when HABS will have completed a new round of producers pact terminations. The existing contract was not specifically tailored for spot commercials but included spots as part of an overall agreement.
TELEQUIPMENT NEWS
Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

HIGHEST POWER TV AMPLIFIER PASSES TESTS

G-E factory production unit exceeds all FCC requirements

ELECTRONICS PARK, SYRACUSE—First off the production line and first of its kind ever built, General Electric's 35 kw amplifier was inspected and approved recently by network people. CBS engineers Bill Wright and Joseph Stern witnessed exhaustive characteristic and power output tests of the highest powered amplifier in the industry.

The unit will enable broadcasters to reach their FCC limit on all low VHF channels at reasonable cost. A motor-driven tuning mechanism makes it possible to use the amplifier on any one of channels 2 through 6.

West Coast to get amplifier

In October, a G-E unit will be delivered to KHQ, Spokane, in one of the first postfreeze CP's granted by FCC. This additional equipment will boost KHQ's power to 100 kw ERP on Channel 2.

Production continuing

Orders from broadcasters are being given immediate attention at Syracuse. Frank P. Barnes, broadcast sales manager for G.E., stated that orders are being taken now for delivery.

New bulletin available

An illustrated descriptive bulletin X54-148 on the new amplifier will be mailed to station managers and engineers on request. Write: General Electric Company, Section 292-15, Electronics Park, Syracuse, N. Y.

G-E Broadcast Man 28 Years in Radio and Television

TV and radio broadcasters in New York State and northern Pennsylvania find their engineering and operational problems well understood by Bill Broughton, General Electric sales engineer in this territory. A veteran of the industry, Bill has been in electronics since graduating from Cornell with a degree in electrical engineering in 1929.

Some of his more recent TV equipment customers include WHEC Rochester, N. Y., WKTV Utica, N. Y. and WQAN Scranton, Pa. Bill Broughton is a native of Schenectady, now makes his business headquarters at Syracuse.

ECB-9 100-watt UHF Television Transmitter Type TT-24-A
ECB-10 12 kw UHF Television Transmitter Type TT-25-A
ECB-11 High Gain Helical Television Antenna for UHF

September 15, 1952 • Page 85
These programs earned for CBS Television advertisers the highest average rating of all the networks for the broadcast season just past—from October through June.

In this period advertisers increased their investment on CBS Television by 95.2% over the corresponding period of the year before...

...a rate of increase 37% greater than that of any other network.

We've spent the Summer building an even stronger program schedule, adding new shows, new personalities, to last year’s sturdy structure.

So keep your eye on CBS TELEVISION

Your customers do.
be made to commence with full power, rather than interim operation, he said.

Other television developments last week included:

- Issuance by FCC of changes in the allocation table to correct certain sub-standard uhf channel spacings in the Midwest, to become effective 30 days after publication in the Federal Register. The changes are substantially as proposed in July [B*•T, July 28].

- FCC denial of petition by WBEC Pittsfield, Mass., for reconsideration of the Sixth Report and recommendation by WBEC to substitute uhf Channel 65 for Channel 49 at Rutland, Vt., in order to accommodate the site proposed by WBEC. Denial is without prejudice to refiling the request after one-year waiting period. Commissioner Robert F. Jones dissented.

Denies Petitions

- Commission also denied petitions of WHIS Bluefield and WOAY Oak Hill, W.Va., for reconsideration of the Sixth Report and recommendation that Oak Hill and zone subscribers. Comr. Jones dissented in both instances. WHIS sought waiver of one-year waiting period or rule amendment to include entire state in Zone I, as well as substitution of Channel 4 for 6 at Beckley, thus allowing addition of Channel 6 at Bluefield. WOAY asked inclusion of Oak Hill in Zone I to allow assignment of Channel 4 there.

- WJDX Jackson, Miss., vhf Channel 12 applicant, petitioned Commission to ignore as "illegal" the counter-proposal of WNOE New Orleans respecting FCC's proposal to add vhf Channel 10 to Lafayette, La. [B*•T, Aug. 4].

- Amendments to pending applications to continue to move hearings Oct. 1 hearing date nears for Portland, Ore., and Denver. FCC approved some changes.

- FCC Broadcast Bureau recommended enlargement of one issue in Call for Bids concerning bids for Portland and Vancouver, Wash., which would permit a comparative Sec. 307(b) consideration.

- One Portland applicant, KKL, opposed on its behalf of another Portland applicant, Oregon Television Inc., for transfer of the hearing from Washington to the West Coast cities. Nothing West Coast hearing would make possible the hearing examiner and FCC staff member participating. KKL argued applicants knew of hearing requirements which they filed for TV, hence should expect to meet them.

- Tri-State Broadcasting Corp., vhf Channel 12 applicant at Chat- tanooga, asked FCC to dismiss petition of DECP there, competitive applicant, which sought exclusion of Tri-State's bid as well as that of another Channel 12 applicant, Southern Television Inc., on grounds of inapplicability [B*•T, Sept. 8]. Tri-State pointed out its application was accepted by FCC for filing and any omissions were inadvertent. Southern Television was granted additional time to reply.

As a result of its proposed rule-making changes announced in late July, to correct certain sub-standard uhf channel spacings, the Commission adopted the following channel changes, to be effective 30 days after publication in the Federal Register:

<table>
<thead>
<tr>
<th>CITY</th>
<th>Channel Number</th>
<th>Date Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington, Del.</td>
<td>15, 17, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>15, 17, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Fort Wayne, Ind.</td>
<td>18, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>South Bend, Ind.</td>
<td>17, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>19, 21</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>19, 21</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>17, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>North Adams, Mass.</td>
<td>15, 17</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>17, 19</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>19, 21</td>
<td>10/15/52</td>
</tr>
<tr>
<td>Newberry, S. C.</td>
<td>15, 17</td>
<td>10/15/52</td>
</tr>
</tbody>
</table>

With the exception of the change at Somerset, Ky., and altercation in the offset requirements of Channel 24 already assigned to Orlando and Tallahassee, Fla., the changes are the same as those proposed in July. The WNOE New Orleans counter-proposal would add vhf Channel 8 to New Orleans, in addition to adding vhf Channel 10 to Lafayette as proposed by FCC. However, the WNOE plan involves substitution of vhf Channel 3 for Channel 10 at Baton Rouge.

It is on this latter substitution that WJDX complains, since it earlier had sought unsuccessfully the addition of Channel 3 at Jackson and the assignment of the channel to Baton Rouge now would include any future use made by Jackson because of minimum co-channel spacing. WJDX argues that the WNOE proposal is untenable and illegally seeks to go beyond FCC's proposal.

Pre-hearing conference for the four Denver applicants has been scheduled for today (Monday) by Examiner James D. Lees. The applicants at the pre-hearing session to commence Oct. 1 in Washington. KMYR and ROA Denver both seek vhf Channel 4 and KLZ Denver and Denver Television Co. both seek vhf Channel 7.

Newly granted KFEL-TV Denver already is operating while KVOD-TV and KDEN (TV) there are under construction [B*•T, July 14].

FCC last week granted KLZ authority to amend its bid to increase ERP from 21.5 kw to 316 kw, antenna height from 298 ft. to 1,500 ft. above average terrain and to show changes in officers, financial data and increased hours of operation. KLZ competitor Denver Television has petitioned to amend its application to revise financial data, program and staff plans, increase antenna to 1,156 ft., and change main studio site.

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The Commission also approved an amendment to the application of Mid-Continent Television Inc. at Wichita, Kan., to specify vhf Channel 10 in lieu of Channel 3. FCC
DEMOCRATS
During the Democrat Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 126.6% MORE AUDIENCE than the other station. Nightime—WOAI-TV had 89.9% MORE AUDIENCE than the other station.

REPUBLICANS
During the Republican Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 95.6% MORE AUDIENCE than the second station. Nightime—WOAI-TV had 26.2% MORE AUDIENCE than the other station.

OUR POINT IS...
Better Programming — Sharper Pictures have made WOAI-TV a viewing habit here in the Southwest.

... BETTER BUY WOAI-TV

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT
'HOWDY DOODY'-LAND
Will Cover Canada, Mexico and Cuba

 THEY'RE exporting H w d y Doody. The celebrated stateside puppet is going Pan-American in a continual expansion that promises to make him as well known in Canada, Mexico and Cuba as he is presently in, say, Doyleville, U. S. A.

The Howdy Doody Show with Bob Smith will be launched on the full CBC Canadian radio network (Saturdays, 8:30-9 p.m.) for Ogilvie Flour Mills (hot cereal) and Kraft Caramels, starting with a firm 26-week contract. The show will be a Saturday finisher in September. Staflden Ltd., Montreal, is the agency for both advertisers on the radio show.

In addition, the Howdy Doody television program will be introduced to Mexico about Nov. 1 (five times weekly, 6:30-7 p.m.), in a Latinized version on XEW-TV. The Mexican version will contain the present cast of characters and a few additions. The format will include the puppets along with circus acts and the old-time movie features.

Sponsorship interest has been high. American sponsors already underwriting the radio and TV versions of the program will be given first option on the Latin-American conception.

Following the kickoff in Mexico the program will also take off on CMQ-TV in Cuba, six times weekly, 5:30-6 p.m.

In order to service the program in Latin American countries, Martin Stone, president of Kragen Inc., owner of the program, has opened offices under the name of Produciones Mundiales S. A., in Mexico City with both a production and sales force.

The firm plans to film the programs and syndicate them throughout Latin America and then on a world-wide basis, Mr. Stone told Broadcasting * Telecasting.

The U. S. radio Howdy Doody Show is currently sponsored by Poll Parrot Shoes in 139 non-TV markets on NBC radio, 8:30-9:30 p.m., and is sold locally in the 60 TV markets on which it is carried. The show has been on the net-work since December 1951.

The television show is on NBC-TV, five times weekly, 5:30-6 p.m., and is sponsored by Bauer & Black, Colgate-Palmolive-Peet Co., International Shoe Co., Kellogg Co., Standard Brands and Welch Grape Juice.

New Station Grants
(Continued from page 89)

consider the above-entitled mutually exclusive applications for Channel 21 in the light of the requirements of Sec. 307(b) of the Communications Act. Second, if it is appropriate to consider the said applications in the light of Sec. 307(b), the further question is presented whether the scope of the issues in these proceedings permit the parties to adduce proof as to whether their respective applications would result in a more "fair, efficient and equitable" distribution of television channels.

With respect to the first question, it is clearly appropriate for the Commission to consider the above-entitled applications in the light of Sec. 307(b). ... The Commission concluded in the Sixth Report and Order of the distribution of radio facilities in such a manner that the result is fair, efficient and equitable can best be achieved by the adoption of a table of assignments. The table of assignments and the rules which implement it make clear that this method of channel assignment is not rigid or inflexible.

On the contrary, under Sec. 307(b) all channels are available for any unlisted community located within 15 miles of the community listed in the table. Thus, the table of assignments, itself and the rules provide requisite flexibility for the consideration of all factors which are relevant to a determination of the assignment question. In addition, in the table of assignments particular channels are, in numerous instances, assigned to two or more communities.

Where conflicting applications request the channel in such "hyphenated" manner, consideration with respect to the fair, efficient and equitable distribution of facilities is a relevant and necessary factor in the decision as to whether the applicants should be granted. In the instant proceeding the above-entitled applications have, pursuant to the Commission's rules, requested authority to operate the same channel in different communities. The situation here is similar to that presented in the case of "hyphenated" communities; and in both cases, the determination as to which community should be licensed for the operation of the assignment is expressly held by the Commission's rules.

The further question is presented whether the issues in these proceedings are adequate to permit proof in the light of the requirements of Sec. 307(b). ... It is the view of the Chief, Broadcast Bureau that it would be better practice to add the following specific issue, requested in the alternative, by petitioner:

"That under Sec. 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient and equitable distribution of radio (television) services.

Wherefore, in view of the foregoing, it is respectfully requested that the alternative request of Vancouver Radio Corp. for the addition of the foregoing issue be granted.
FOR A HIGH AUDIENCE RATING APPLY THIS FORMULA—

Use a good show. Put it on WSB-TV in Atlanta, Georgia.

WSB-TV's ability to deliver huskier ratings than national averages again was publicized in a recent ad on the new Hopalong Cassidy films. Listing shown below is a reproduction from that ad. The city-by-city comparison of Hoppy's fat ratings show WSB-TV leading the field 'way up front. (New Orleans, the exception, is a one-station market). You get more for your money on WSB-TV . . . far more.

CITY-BY-CITY RATINGS OF APRIL 1952*

<table>
<thead>
<tr>
<th>Source: ARB April City Report</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
<td>19.7</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>20.5</td>
</tr>
<tr>
<td>Baltimore</td>
<td>21.8</td>
</tr>
<tr>
<td>Washington</td>
<td>23.8</td>
</tr>
<tr>
<td>New York</td>
<td>11.5</td>
</tr>
<tr>
<td>Detroit</td>
<td>24.3</td>
</tr>
<tr>
<td>San Francisco</td>
<td>24.4</td>
</tr>
<tr>
<td>Cleveland</td>
<td>26.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source: Videodex</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo</td>
<td>28.5</td>
</tr>
<tr>
<td>Columbus</td>
<td>19.0</td>
</tr>
<tr>
<td>Atlanta</td>
<td>33.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source: Pulse</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans</td>
<td>47.8</td>
</tr>
</tbody>
</table>

*As reported by stations

telestatus

TOP 15 once-a-week evening TV shows and top 10 multi-weekly daytime shows for week of Aug. 1-7, compared to ratings for month of July, were released last week by Pulse Inc., New York, as follows:

TOP FIFTEEN REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Godfrey’s Talent Scouts (CBS-TV)</td>
<td>29.8</td>
</tr>
<tr>
<td>Bobby (CBS-TV)</td>
<td>27.6</td>
</tr>
<tr>
<td>Godfrey and His Friends (CBS-TV)</td>
<td>27.4</td>
</tr>
<tr>
<td>Best of Griffith (NBC-TV)</td>
<td>25.3</td>
</tr>
<tr>
<td>Robert Montgomery (NBC-TV)</td>
<td>25.2</td>
</tr>
<tr>
<td>My Little Margie (CBS-TV)</td>
<td>24.7</td>
</tr>
<tr>
<td>What’s New Pussycat? (CBS-TV)</td>
<td>24.0</td>
</tr>
<tr>
<td>TV Playhouse (CBS-TV)</td>
<td>23.1</td>
</tr>
<tr>
<td>Toast of the Town (CBS-TV)</td>
<td>21.3</td>
</tr>
<tr>
<td>Rocket Squad (CBS-TV)</td>
<td>21.2</td>
</tr>
<tr>
<td>Big Town (CBS-TV)</td>
<td>21.2</td>
</tr>
<tr>
<td>Kraft TV Theatre (NBC-TV)</td>
<td>20.6</td>
</tr>
<tr>
<td>G-G-G (NBC-TV)</td>
<td>20.0</td>
</tr>
<tr>
<td>Amos ‘n Andy (CBS-TV)</td>
<td>19.9</td>
</tr>
<tr>
<td>Playhouse of Stars (CBS-TV)</td>
<td>19.2</td>
</tr>
</tbody>
</table>

TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Doodly (NBC-TV)</td>
<td>10.4</td>
</tr>
<tr>
<td>Cornelia Caravan (NBC-TV)</td>
<td>10.1</td>
</tr>
<tr>
<td>Captain Video (DuMont-TV)</td>
<td>8.4</td>
</tr>
<tr>
<td>Strike It Rich (CBS-TV)</td>
<td>7.9</td>
</tr>
<tr>
<td>Big Payoff (NBC-TV)</td>
<td>7.5</td>
</tr>
<tr>
<td>CBS-TV News (CBS-TV)</td>
<td>7.5</td>
</tr>
<tr>
<td>Eddy Arnold (CBS-TV)</td>
<td>7.3</td>
</tr>
<tr>
<td>Those Two (NBC-TV)</td>
<td>7.3</td>
</tr>
<tr>
<td>Liberator (NBC-TV)</td>
<td>7.3</td>
</tr>
<tr>
<td>Music Hall (CBS-TV)</td>
<td>7.1</td>
</tr>
</tbody>
</table>

'Best TV Plays' To Be Offered


The nine plays selected from the 1961-'62 season include: "The Pharmacist's Mate," by Budd Schulberg (Pulitzer Prize Playhouse); "The Night They Made a Bum Out of Helen Hayes," by Billy Rose (The Billy Rose Show); "The Rocking Horse," by Doris Halle (Armstrong Circle Theatre); "Vincent Van Gogh," by Hoffman R. Mays (Philco Television Playhouse); "Borderline of Fear," by Howard Rogers and Edmond Edelstine (Dagunder); "Rosie's Hall," by Gertrude Berg (The Goldbergs).

The book also contains introductory remarks by well-known producers and directors as well as articles on behind-the-scenes activities by art directors, costume designers and other specialists.

Demos Top GOP In Nielsen Rating

HIGH water-mark in convention viewing nine July 25 when a total of 14,566,000 different television homes tuned in to the Democratic National Convention. This exceeded the Republican Convention viewing peak of 13,094,000 TV homes. These figures were released last week in a special Nielsen Television Index report.

Weekly Television Summary—September 15, 1952—Telecasting Survey

August Pulse Rates Godfrey, 'Howdy' Tops

Latest 'Trends' Survey Released by Pulse

PULSE INC.'s "Multiple TV Program Trend" for August 1952 showed that total quarter-hours of network time were 8% lower than in July 1952 but higher than in August 1951. The survey also indicated that about one-half of all TV time last month was devoted to programs in the top 10-rated categories, which follow:

<table>
<thead>
<tr>
<th>Category</th>
<th>AVG. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent</td>
<td>18.1</td>
</tr>
<tr>
<td>Comedy Variety</td>
<td>16.4</td>
</tr>
<tr>
<td>Drama and Mysteries</td>
<td>16.1</td>
</tr>
<tr>
<td>Soaping</td>
<td>15.9</td>
</tr>
<tr>
<td>Comedy Situation</td>
<td>15.8</td>
</tr>
<tr>
<td>Westerns</td>
<td>13.4</td>
</tr>
<tr>
<td>Sports Participation</td>
<td>12.9</td>
</tr>
<tr>
<td>Feature Films</td>
<td>9.2</td>
</tr>
<tr>
<td>Wrestling</td>
<td>9.6</td>
</tr>
<tr>
<td>Variety</td>
<td>7.8</td>
</tr>
<tr>
<td>Kids Shows</td>
<td>7.0</td>
</tr>
</tbody>
</table>

WHAS-TV UPS Rates Effective Oct. 1

WHAS-TV Louisville's new rate card, No. 5, with an hourly base rate of $600 for Class A time and $120 for Class A announcements, will go into effect Oct. 1, Neil Clay, sales director, said last week.

The new rate structure is based on an increase in television homes in the Louisville market since Jan. 1, Mr. Cline said. Most significant feature is addition of a new time bracket, 12 midnight to 12 noon, Monday through Friday, as Class D time.

"It's an amazing South Florida TV Sales Story. Call your Free & Peter Colon, Today"

CHANNEL 4

WTV MIAMI

"Guth Thor Fustest With the Mostest"—Lt. Gen. N. B. Forrest, C.S.A.
make small fry friends with Fred

WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.

Serving the Carolinas' Biggest Television Audience

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Television Spot Sales
TEMPORARY board of directors to promote the Chicago Unlimited movement was set up last Tuesday at a meeting of groups interested in developing Chicago as a television center. Meeting was held at the ABC Civic Theatre, Chicago.

The temporary board comprises S. C. Quinlan, WBBK (TV), for stations; Don Gallagher and John Weigel, freelance announcers, for talent; James Kellock, Wielding Studios, and Dallas Jones, Dallas Jones Productions, for film groups; Alan Fishburn, freelance, and James Jewell, James Jewell Radio-TV Productions, for packagers; Marty O'Shaughnessy, TV Forecaster, and Robert Hurleigh, WGN and WGN-TV news director, for news; Ray Jones, AFRA and TVA. Seventy persons attended the Tuesday meeting of the non-profit organizations.

Over $10,000 was pledged, with WBBK offering to match the pledge of any other station.

THE little town of Stow, Mass.—population 1,097—found itself in the national spotlight last week because many of its residents don't like to pay a town tax of $4.60 on TV receivers.

This two-year-old levy is imposed by Stow's Board of Assessors, supported by a state ruling that TV sets are non-essential personal property, like watches and jewelry.

A few days ago a Stow resident inserted an ad in the neighboring Maynard Enterprise complaining against "taxation without representation" and protesting the tax as illegal. Boston newspapers took up the incident and found that other Massachusetts communities weren't interested in such a tax.

Stow's assessors are able to spot TV owners by their antennas, though in some cases house occupants are asked if they own a receiver. The town is located 10 miles west of Concord.

Henry F. Long, state tax commissioner, ruled some time ago that TV sets were non-essential, removing them from the $5,000 exemption allowed on personal property. This inspired the Stow assessors, headed by Harold J. Priest, to slap a tax on television sets. The assessors put a flat value of $100 on all receivers, no matter what they were worth.

Delicate problem arises in the case of some residents whose houses are located on the boundary line separating Stow and Hudson.

Few attempts have been made to place municipal levies on radio or TV sets. A South Carolina law putting an annual license fee of $1 to $2.50 on radio sets was held invalid in 1931 by the U. S. District Court. WBT Charlotte, N. C., had asked an injunction to collect the tax, winning the case.

Three years ago a Pennsylvania Liquor Board tax on TV sets operated by taxrooms, on the ground they provided motion picture exhibitions, was killed by a state court. The Supreme Court denied certiorari. The tax ranged from $120 downward. Later the State Legislature amended the law to provide specific exemption for TV receivers.

RCA Slide Projector

RCA VICTOR Div. (broadcast equipment section) is making available a new automatic projector for convenient presentation of either glass or card-mounted slides in studio television productions. The RCA type TP-2A slide projector features a corrected, coated astigmatic five-inch f/3.8 lens; an ideal wheel turret; and a built-in forced-draft ventilating unit to cool the 100-watt lamp.

TV & the Beanstalk

PATIENCE is no virtue when a TV fan lives in a non-TV area like Puerto Rico—but he can do something about it, according to President Frank A. D. Andrew of Andrew Radio Corp. One ingenious TV enthusiast living near San Juan, Mr. Andrew said last week, bought a television receiver and had it installed. After strenuous efforts, the man reports, he now receives programs from Washington, D. C., Jacksonville, Norfolk, Atlanta and Havana. He says reception is best from 6 p.m. to 9 p.m., although Havana has been tuned in up to midnight. To achieve this reception, he placed on the top of his one-family home a 74-foot tower with rotor antenna!
NEVER—NO NEVER

Good old Fido will never renege the dish “dogs try for”...muff his food-plug ...
...when you USE FILM

Complete information concerning film selection and processing available...also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
TV'S NEWS ROLE

SDX Meeting to Discuss

Role of television at news conferences is among leading topics scheduled for discussion at the national convention of Sigma Delta Chi in Denver Nov. 19-25.

The panel on newspapers also is expected to air such newspapermen's complaints as the charge that reporters often are made into "unwilling actors" for the TV public.

Colorado chapter of the professional journalism fraternity, the host chapter, expects more than 800 delegates to the four-day meeting.

Among those slated to speak are Arthur Hays Sulzberger, publisher of The New York Times; Sen. Fred Steaton (R-Neb.); Palmer Hoyt of The Denver Post, and Jack Foster of the Denver Rocky Mountain News.

Other key journalists and broadcasters have been invited to take part in the discussions.

Television at Fair

NEW TELEVISION equipment was on exhibit at the annual York Interstate Fair at York, Pa., last week. Television demonstration was arranged by Allen B. DuMont Labs, and WNOW-TV York, new DuMont affiliate that will begin telecasting within next few months.

Sales...


Katz Drug Co., Kansas City, Mo., has renewed Invitation Playhouse on WDAF-TV Kansas City for 13 weeks from Sept. 9. Agency is Bruce B. Brewer & Co.

Distribution...

Reland Reed Productions, Culver City, has concluded negotiations with William Morris Agency to distribute the production firm's half-hour TV film series, Rocky Jones Space Ranger. Former arrangement with Official Films has been terminated.

Availabilities...

Sterling Television Co., N. Y., is releasing for TV a new series of 13 quarter-hour film programs, Ghost Towns of the West, produced by Simmcl-McServey Inc., Hollywood. Series is based on true stories of Gold Rush days and has been filmed in some of the West's famous ghost towns.

Production...

Dougfair Corp., Culver City, goes into production of 25 half-hour TV films in Ferry and the Pirates series, Sept. 22, at RKO Pathe Studio. To be produced by Canada Dry Ginger Ale Inc., N. Y., the programs are being scheduled in 60 individual markets. Warren Lewis produces the films. Agency is J. M. Mathes Inc., N. Y.


A Men Productions Inc., Hal Roach Studios, Culver City, has been formed to produce science-adventure motion pictures which later will serve as basis for a TV series. Sidney Siodmak is president; Richard Carlson, vice president; and Ivan Tors is secretary-treasurer-producer. First script, "A Men," co-authored by Messrs. Siodmak and Tors, goes into production tomorrow (Tuesday). Leonard Baumasch, Atomic Energy Commissioner, is technical adviser. In 1953 the feature will be broken into two segments and used as first two films in a TV series.

WABD (TV) Sales

Seven New Sponsors Signed

WABD (TV) New York has signed seven new sponsors for more than $25,000 worth of bills. They are: Richard E. Jones, station's general manager, announced last week. He added that several other contracts for sponsorship of programs on WABD (TV) currently are in negotiation.


NEW CODES

N. Y. Laws Eased for TV

TWO LAWS easing restrictions on television production and transmission were enacted in New York City last week. The bills signed by Mayor Vincent R. Impellitteri amend the city's fire, electrical and building codes.

Under the new law, the television industry will be able to operate more effectively in legitimate theatres. The measures changed restrictions on staging, lighting, wiring, seating and the use of sprinkler systems.

The television industry committee, composed of representatives of the TV industry and WPIX (TV) New York, had long sought relief from the codes that were considered a prime factor in the threats of some television leaders to move operations to the West Coast.

In signing the two bills, Mayor Impellitteri lauded the city government and the television industry for their efforts in working out the problem. He commented that the laws enacted by the City Council were "the result of a careful study by a committee representing the television industry with representatives of city departments concerned with television... and it is hoped that industry and government can solve problems of vital importance to all the people."

In a follow-up, the Television All-Industry Committee announced intentions to set itself up as a permanent organization to deal with similar problems faced by the industry. Serving on the committee are:

**POLIO FIGHT**  
**WEWS (TV) Aids Campaign**

As Ohio's polio cases passed the 275 mark, WEWS (TV) Cleveland stepped up its campaign against the dread disease.

Kits and instructions for duplicating WEWS's Polio Pledge Day were sent to all Ohio TV stations and chapter chairman of the National Foundation for Infantile Paralysis.

When polio cases began spreading through northeastern Ohio, local March of Dimes officials asked WEWS for a 15-minute program on polio precautions. Instead, WEWS devoted an entire broadcast day as Polio Pledge Day.

Beginning at 8:30 a.m. and continuing through the signoff at midnight, WEWS devoted almost every local program and about 12 spots to precautions to be taken against infantile paralysis. The WEWS Polio Pledge Day was termed "a dramatic and effective use of television for the good of the community."

**ID ANNOUNCEMENTS**

Petry Lists Advantages

Commercial advantages of TV station identification announcements are outlined in a presentation by the TV division of Edward Petry & Co., station representative, that currently is being distributed to advertisers and agencies.

Entitled "A Quickie on Quickies" and employing the format of a TV script, the report calls identification announcements TV's "talking billboards" and cites these commercial advantages: "Good availability between high-rated programs," "high frequency impact," "wide market coverage" and "low cost per customer contact."

The 15-page presentation cites specific examples of ID availabilities, with ratings, TV homes reached and cost-per-thousand figures in three typical markets and for early evening, late evening and noon hours. It lists seven ways in which ID's can be used to achieve advertising goals and reports Class A costs on the 13 Petry-represented TV stations.

**COURSE**

Media Control Course

COURSE at George Washington U. Law School, Washington, D. C., to include lectures, research and discussion on government regulation of the mass media of communication, with special emphasis on radio and television, will be conducted during the fall term on Thursdays and evenings, beginning Oct. 2, by Asst. Prof. Louis H. Mayo. Information may be obtained at The Law School, 720 20th St., NW, Washington 6, D.C.

WOR-TV will telecast sessions of the UN's General Assembly in daily half-hour presentation starting Oct. 14. Telecasts will be public service features.

**Broadcasting • Teletcasting**

**NCAA GAMES**

**Full Schedule Announced**

Complete schedule of 11 NCAA football games to be covered this fall by NBC-TV was announced yesterday (Sunday) on a special NBC-TV program, Kickoff 1952 (3:30-4:45 p.m. EDT). The schedule of telecasts, to start this Saturday under the sponsorship of General Motors, follows:

- Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, USC at UCLA, and Nov. 29, Army vs. Navy at Philadelphia.

Sportscasters Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will cover the NCAA football schedule, the network also announced.

Mr. Allen will announce all games except that of Oct. 4 between Stanford and Michigan, which will be handled by Mr. Harmon. Mr. Henry will serve as commentator while Mr. Hodges will provide the color for the games.

General Motors will sponsor the telecasts in behalf of all its divisions, including Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC truck & coach, Frigidaire and other units [B&T, Aug. 25].

**'QUICK' EXPANDS**

**More TV in N. Y. Editions**

Comprehensive coverage of television will be included in Quick magazine, effective with the Oct. 20 issue when the publication expands its Metropolitan New York editions by 32 pages.

Included will be detailed listings of TV programs in the New York area, news and feature material on TV shows and personalities and news of developments in the industry from a business, scientific and entertainment point of view.

**Johns Hopkins Bldg.**

Johns Hopkins U. announced last week that construction would begin soon on what the university believes is to be the first academic auditorium to be built with permanent installation of television broadcasting facilities. The building, Shriver Hall, is to cost more than $1 million and is slated to be completed by the autumn of 1954. It is to be equipped with video cabling facilities and microwave facilities, so that the university can broadcast nationally or locally from its stage.

The tube with the "built-in cash register"

If you operate a 50-kw AM transmitter using high-level modulation ... if you still use older-type, pure-tungsten filament tubes ... then this high-power triode can literally save you thousands.

Take tube cost per hour, for instance: In a number of 50-kw "AM's", RCA-5671's are still operating after serving over 30,000 hours. Here, as a result of the long life of the RCA-5671, actual tube cost runs about 4 cents an hour per tube!

Take filament-power cost, for instance: The thoria- tungen filament of the RCA-5671 takes 60% less power than the filament of comparable older tubes—can save you $1300 or more a year. Take advantage of these major savings. For details, write RCA, Section P137, Harrison, N. J.

For tube service in a hurry, call your local RCA Tube Distributor.

**RADIO CORPORATION OF AMERICA**

**ELECTRON TUBES**

**HARRISON, N. J.**

September 15, 1952 • Page 97
Film Report

(Continued from page 96)

former associate editor of Holiday. He will concern himself with trends in national video programming, availability of national time slots, local price trends, viewing habits and local merchandising practices to exploit sponsored programs at point-of-sale.

KNXT (TV) Hollywood The Late Show, comprised of feature films telecast six times weekly, has inaugurated the policy of presenting the film's star as guest each evening.

David O. Selznick has selected his 1947 RKO feature film, "The Farmer's Daughter," for an experimental re-issue in Minneapolis theatres. If successful, he will reissue all of his motion pictures to theatres instead of releasing them to TV.

Film People . .

Sam Lake, business manager of Screen Guild Television, New York, to Guild Films Inc., New York, as general sales manager.

"Trip to Europe for a Conference Concerning Further Religious TV Film Production. The Producer has Just Completed What's Your Trouble? a Quarter-Hour Video Film Series"

Robert de Sousa, regional sales manager for Major Television Productions Inc., Culver City, in the New York home office for conferences with Irving Lesser and Seymour Poe, executive heads of the firm.


WMAL News Maker

WMAL-TV Washington's Your Commissioner's Report made front page news in local newspapers when during its half-hour broadcast last Monday D. C. Commissioner Chairman F. Joseph Donahue answered a question by Bryson Rash, ABC White House correspondent and WMAL-AM-TV director of special events, on whether he could like to vote on salary increases of the heads of the fire and police departments from $11,130 to $12,000 yearly. Commissioner Rash said yes, and Comr. Renah Camailer, also on the program, seconded. The move was made official the next day.

Reproduced in the U. S.


RCA C-C TUBE

Now Ready for Market

FIRST commercial version of the Vidicon industrial TV camera tube, was announced last week by RCA Victor's Tube Dept. at Harrison, N. J. L. S. Thees, general sales manager, said the tube, designed for closed circuit TV equipment, makes possible simple, compact and low-cost TV camera equipment for industrial, scientific, educational and other non-entertainment use.

The tube (RCA-6198) is a tenth the size of a standard broadcast TV camera tube, Mr. Thees said, and will make possible the design of a TV camera similar in size to the 16mm home movie camera. It will allow televising of scenes with 100-200 foot-candles of incident illumination. RCA plans to make available in the fall components designed for use with the new tube, he said.

The tube, designed for industrial TV, is 20 inches long and weighs 5 pounds. It is made of anodized aluminum and is waterproof. The vacuum tube has a 75 volt filament and a 300 volt high voltage.
The Stage Is Set at WHEN

Here's a show tailored for ideal afternoon viewing...a daily full length feature film plus newreel and short subjects...a complete theatre program, combining drama, music and news.

When the curtain goes up on Movie Matinee you will reach a top audience of Central New York housewives.

A spot in this outstanding participating show will provide...

Results

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT
FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guayed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE

J. M. MCDONALD, Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati, Ohio
Theatres

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Rowley. City
Rowley United
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BROADCASTING
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Frederick
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Atlanta,
July
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Kotif
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Inc., operator

Wrather
Productions

Bcstg.
Group
Lufkin Amusement

B -4, No.
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Mr.
Treisman

Kurth
Jr.,
president

treasurer

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President
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Postmaster Please Be Careful

(Continued from page 28)

efforts along these lines inadvertently created some difficulties both for ourselves and the postal department. Of course, we were careful not intentionally to violate or infringe upon postal regulations, but since some of the things we did with direct mail had never been done before, no rules existed either to guide or limit us. In at least one instance, a WIBW mailing resulted in the issuing of a new national postal regulation!

Window Envelope Used

As early as 1938, our agency suggested that one good way to make a mailing look worth opening was to give the addressee a glimpse of what it contained. Instead of using a window envelope in the conventional way, it was suggested that the window in the envelope could be placed directly over all or part of the gadget contained in the mailing. This idea was used on one of our first direct mailings. The window envelope was used in this way a number of times.

In May 1941, WIBW sent out a magnetic compass mailing, with an envelope which showed, through a small window in the upper left corner, the actual compass inside. Because of the bulk of the compass and the comparative fragility of the window, some handling difficulties were encountered by postal employees. The result was a new regulation: Windows in envelopes cannot be used for any purpose other than to show name and address of addressee, and must be located in the conventional address area.

In addition to inspiring a new ruling, we also learned that whenever a direct mail piece seems to present a mailing problem, it’s a wise idea to make test mailings to the East and West Coasts and also to discuss our problem with postal authorities. Many times, these authorities have been exceptionally helpful in suggesting ways to solve such problems.

Another way we have used to arouse interest in opening a mailing is to imprint provocative copy on the envelope. In June 1945, we sent out a mailing which said, on the envelope, "WARNING TO POSTMASTER. Contrary to Broadcasting’s recent suggestion, THIS ENVELOPE DOES NOT CONTAIN a Brunette BATHING BEAUTY." Actually enclosed was an 8½ x 11 sheet which reprinted a cartoon from Broadcasting for May 21, 1946. The drawing by Sid Hix showed a nude female with a curvacious, bathing-suit envelope as a background.

One time a WIBW mailing comprised a pint fruit jar which contained a rolled printed message. To be sure that the corrugated package containing the glass jar went to the addressee and not to some lesser employe, the mailing label was printed to read: "If you did not ship this, please see that this is delivered unopened to addressee."

Unfortunately, the post office interpreted our message, intended for the mail clerk of the recipient firm, to be a request not to open the package for postal inspection. The result was that many of the packages, intended for parcel post, were delivered with deliver or 50 cents postage due. Since the great bulk of the mailings was delivered to addressees without interference or extra postage due, the Third Assistant Postmaster General arbitrarily decreed that the post office was due about $500 extra in postage and billed WIBW accordingly. A personal trip to Washington finally was necessary to settle the matter, which was done happily, quickly and with all courtesy on the part of the Postmaster General.

The teaser copy now used on the envelopes or labels of WIBW mailings generally reads: "Postmaster: Please handle carefully—There’s a (name of gadget) inside." This message serves the double purpose of assuring careful handling and of encouraging the recipient to open the mailing. And, in addition, as mailings are clearly labeled "Fourth class mail may be opened for postal inspection if necessary."

While we were learning from our successes and our mistakes, the very successful Christmas Book program was at all times highly gratifying. No effort ever has or ever will be spared to make these mailings just as effective as we can make them and at the same time make good usable gadgets is continuously carried on. All of us at WIBW and at The Carter Agency are on the alert to study, examine and consider many possibilities for every one we finally select.

One example of this unrelenting effort to make our mailings thoroughly authentic and effective occurred in connection with an April 1939 mailing piece. The piece announced WIBW’s new antenna. One of the selling factors in the wide appeal of WIBW’s strong signal is the unusually fine ground conductivity in this area. To make the signal even stronger, WIBW’s transmitter was moved to a location a mile or so inland, and a large loam on a farm in the Kaw River Valley. In order to dramatize this feature, an actual sample of the loam from the transmitter site was enclosed in a tin box and used in the mailing. To get this loam, and to be dead sure that it was the actual loam itself, a large part of the agency staff made a trip to the Kaw. Fortunately, one of our employes there, sensing this move, actually shoveled the dirt into a burp bag, loaded it into the car and returned it to Kansas City, where the loam was packaged.

Gadgets by the Hundreds

Literally hundreds of gadgets have been used by WIBW since the first mailing in 1937, and never have we repeated exactly the use of any gadget. If any item has been used more than once, it was used again unless it represents a new and different development in the same field. The gadgets that have been incorporated into WIBW’s mailings have ranged from strips of asbestos to heads of wheat.

Some of the many items we’ve mailed out include: Cigarettes, chewing gum, fish hooks, hard boiled eggs, candy suckers, sewing kits, coffee measures, crochet hooks, pot holders, screwdrivers, windshield wipers, lamb’s wool utility pads, grapefruit sponges, teapot tiles, soap soap, flower seeds, razor blade holders, Carborundum sharpening stones, plastic bottle covers, brass tacks, airmail labels and even a wedding ring (imitation of course).

Naturally some gadgets and some mailings have attracted more interest than others. We are particularly proud of the time-pulling power of our yardstick mailing. This was an excellent-quality, varnished hardwood yardstick which went out in December 1940, and even today we get requests for extra yardsticks—requests we unfortunately are unable to fill.

The imitation or miniature wedding ring wouldn’t have a chance of getting on our mailing list today. Through experience we have learned that useful, usable gadgets are most appreciated and best returned to us. Unfortunately, some of them bear no identification as to source, but the selection of useful gadgets helps assure that the name of WIBW will be remembered by timebuyers, and naturally that’s a prime consideration with us.

During the past four and a half years, records have been kept of the many requests for "extra" gadgets. We feel that this helps to measure the interest in our campaign, and also feel that the results have shown this interest to be strong all year round. A half year subject period, the people on our highly selective national mailing list of 2,200 to 2,300 names have returned to us a total of 6,665 reply cards and we have sent out 37,805 gadgets in answer to these requests for "extras." That figure, of course, excludes the number of gadgets used in the initial mailings.

The breakdown into yearly totals shows a definite increase in 1951, but otherwise there hasn’t been too much fluctuation:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Cards</th>
<th>Total Gadget Reqs</th>
<th>Total Mailings</th>
<th>Average Gadgets Sold Per Par</th>
<th>Average Gadget Value Per Par</th>
</tr>
</thead>
<tbody>
<tr>
<td>1948</td>
<td>1,125</td>
<td>6,315</td>
<td>67,350</td>
<td>1,399</td>
<td>92</td>
</tr>
<tr>
<td>1949</td>
<td>1,399</td>
<td>7,827</td>
<td>73,954</td>
<td>1,655</td>
<td>1,409</td>
</tr>
<tr>
<td>1950</td>
<td>1,135</td>
<td>6,663</td>
<td>74,305</td>
<td>1,356</td>
<td>1,060</td>
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<tr>
<td>1951</td>
<td>1,274</td>
<td>7,146</td>
<td>75,305</td>
<td>1,371</td>
<td>1,035</td>
</tr>
<tr>
<td>1952</td>
<td>1,399</td>
<td>7,181</td>
<td>75,305</td>
<td>1,399</td>
<td>1,035</td>
</tr>
</tbody>
</table>

The 1951 increase in returns can be traced to the fact that in addition to our mailings, we had two mailings only. The Christmas Book. We had 393 reply cards requested 1,237 extra plastic transmitters. With the late—November Christmas Book mailing, however, we really beat our own record: There were 752 cards returned, asking for 4,932 extra gadgets, and we have sent out an additional 1,000 books on requests in Topeka and Kansas City, where our affiliate station, KCKN, is located.

The Christmas Book was sent to the usual list but was a Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates of radio technicians, engineers, operators and laborers. Graduates with a first class Radio & Television License. Call us for your technical personal.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of RCA,
111 Neil Drive
Topeka, Kansas
Telephone: 2222

RCA
A service of Station
WIBW

Farmers

Prefer WIBW because we've served their interests for 25 years. WIBW is the farm station for Kansas and adjoining states.

FARMERS

WIBW
The Voice of Kansas
in TOPEKA

BROADCASTING • TELECASTING

Page 102 • September 15, 1952
combination mailing for both WIBW and KCKN. A Christmas Carol book had been used by WIBW and KCKN in 1946, and the continued frequent requests for extras (four years later) determined us to use a similar approach again.

For our 1951 mailing we followed our policy of never repeating, exactly, any previous mailing by securing a Christmas Carol book of a different format, larger and more complete in its selections.

Other gadgets that have pulled well in our mailing include: Silver-plated butter spreaders, plastic light cord pulls, window scrapers, razor-knives, egg timers, biscuit cutters and plastic salt and pepper shaker sets.

Integrated with our continuing campaign of three-dimensional mailings has been a yearly and sometimes semi-weekly report on the listening habits of the Kansas radio audience. The first such book, "Kansas Radio Facts," was issued in 1957, the year our campaign began.

These impartial surveys are conducted by Dr. F. L. Whan of the U. of Wichita, who this year is presenting the 10th annual survey of the Kansas radio audience. The importance of usefulness in direct mailings is forcefully illustrated by the big demand for these outstandingly popular surveys.

To sum up, we've had a lot of fun with the usual incidents that have happened since we began our three-dimensional direct mailings. We enjoy and value the friends we've made. We're proud of the "fans" the mailings have brought us, and we appreciate the national recognition that has come to us for this campaign. Six times WIBW has received major awards for yearly phases of the campaign—one most recently when the National Advertising Agency Network gave the May 1961-May 1962 WIBW campaign a high award in its national competition.

But the primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign. I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nationwide acceptance among its trade. Our sales representatives continually report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts.

For all these reasons, you can expect to keep on seeing on your desk those envelopes and packages with the familiar words, "Postmaster, Please be careful. There's a Real WIBW Gadget Inside!!"

The LATEST WCKY Story

MAKE YOUR ADVERTISING A HIT IN CINCINNATI
On WCKY's Daily Hit Parade 6:15-7 PM with Nelson King

More Cincinnatians listen to the Daily Hit Parade than to any other program at this time.

For the lowest cost-BUY WCKY

Attending NARTB District 15 meeting are seated (l to r) Lloyd Yoder, general manager, KNBC San Francisco; Glenn Shaw, general manager, KCLX San Francisco, and NARTB District head, and William Pahst, general manager, KFRC San Francisco; standing (l to r) are Vince Francis, general manager, KGO-TV San Francisco; David McKay of KOLO Reno and KORK Las Vegas, Nev., and KGTV Vallejo, Calif.; Arthur M. Arlet, West-Marquis Agency and San Francisco Ad Club president; Sheldon Anderson, KCKO Tulare, and Charles W. Collier, Ad Assn. of the West.

ASSEMBLED in the Mark Hopkins Hotel for the Northern California NARTB District 15 meeting were (l to r) Knox LaRue, KONG Visalia; David H. Sandberg, Avery-Knodel Co.; Charles W. Collier, KCKN-Stockton; Lewis Tee Gordon, Standard Radio; James Connolly, vice president, ABC, San Francisco; Jack Fearnow, general manager, KYA San Francisco, and Alfred Crapsey, KNBC San Francisco.

These seven broadcasters also were on hand at the NARTB District 15 meeting. They are (l to r) Philip Lasky, general manager, KPIX (TV) San Francisco; Jack East, RCA Hollywood; Arthur Hall Hayes, manager, KCBS San Francisco; Lindsey Spight, vice president, Blair-TV; Paul R. Bartlett, KFRE Fresno; Otto Brandt, KING-TV Seattle, and John Ross, head, John Ross Agency, San Francisco.

Adler, Arthur, KWSI Mt. Shasta; Anderson, Sheldon, KCKO Tulare and KONY Fresno, Arizona; Sandy, television board, NARTB; Basilek, Walter L., KERN Bakersfield; Bartlett, Paul, KFRE Fresno; Brandt, Otto, KING-TV Seattle, Wash.; Brown, Thad H., director of TV, NARTB; Chenault, L. E., KNYO Fresno; Collins, Keith, KFBK Sacramento; Crapsey, Alfred, KNBC San Francisco; Doherty, Richard F., director, Employee and Employee Relations, NARTB; Engstrom, G. L., O'Neill Television, Fresno; Franklin, Harold E., President, NARTB; Frazzhead, Jack, KYYA San Francisco; Good, Phil., KCNO Alturas; Grob, C. H., KONT Stockton; Haggard, B., director, Station Relations, NARTB; Hargis, Jack, KFRE Fresno; Harkness, Bob, KATY Reno; Hawn, Arlen, KOBD Bakersfield; Hildreth, Carroll B., KHUM Eureka, Hammond, Mill, KBOX-Modesto; Mast, Lew, KOMO Seattle, and John Ross, head, John Ross Agency, San Francisco.

Registration for NARTB District 15 (Calif., Hawaii, Nev.)

Held at San Francisco, Calif., Sept. 4-5 [Sat., Sept. 8]

[Dated 10 registration on page 105]

Key to a $6 Billion Market

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

September 15, 1952 • Page 103
**TURNTING CHANDISING**

NBC's graphical merchandising is lined in a promotion brochure.

**MRS. CONNECTICUT CHosen**

Two month campaign culminated last week with the selection of Mrs. Joan Parrella as “Mrs. Connecticut of 1952.” Contest was sponsored by WICC, Shelton, Conn., and Lenox Jewelers in that city. Several spots per day were purchased on WICC by the Jewelry concern, followed by a plug for the contest. A small calling card with the inscription “Is the talk of the town! WICC Mrs. Connecticut Contest sponsored by Lenox Jewelers” was enclosed with every piece of mail going out of the store and station.

**ALL ABOARD**

More than 1,000 people were aboard WQAR Cleveland’s “Fair Train Special” on Sept. 9 for a trip to Columbus to join in the third annual Northern Ohio Day, according to station reports. WQAR offered special half-fare and free admission to the fair in On-the-air promotion preceding the event, which also served as a farewell party for farm director Bob Smith. Mr. Smith now is associated with the Ohio Shorthorn Breeders Assn.

**MUSIC COURSE**

Music course for public school teachers will be offered by WQXR New York in cooperation with its parent, The New York Times, beginning Sept. 24 in New York Times Hall. Abram Chasins, music director of the station, will serve as moderator for 15 weekly lectures to be delivered by guests prominent in the music field.

**UHF CLARIFIED**

Answers to many of the public's questions about UHF were given in a full-page newspaper ad that appeared in Denver fortnight ago. Ad was run as a public service by Raytheon TV with inquiries directed to Contractor's Heating & Supply Co., distributor of firms' sets in that area. Copy gave rules to be followed as guides to better TV buying and explained UHF in layman's language.

**CORN PICKING CONTEST**

Mechanical corn picking contest was sponsored by WGN Chicago in cooperation with the Bloomington-Normal Junior Chamber of Commerce on Oct. 11 at Brokaw Farm near Chicago. Contest, station reports, is expected to draw 40,000 persons. Trophies, cash prizes, and merchandise will be awarded to the winners. The station has designated Oct. 11 as "Corn Harvest Day" and will feature farm-themed programs, some of which will originate at the contest scene.

**NEW TALENT**

Young St. Louisans with musical talent will be given a chance to perform on radio in a program planned by WEW St. Louis. Stepping Stones to Stardom, scheduled for airing each Saturday, will feature boys and girls 18 years of age or younger. Five contestants will compete weekly for five weeks. Winners of each contest will meet on the sixth program when a winner will be selected. Music teachers have been asked to serve as judges.

**WBEL STREAMERS**

STREAMERS bearing WBEL Beloit, Wis., call letters are being carried on 1,000 cars and trucks in the outlet's listening area, according to the station. A safety slogan, endorsed by WBEL, is used on the streamers with police, trucking companies, taxi cabs, and filling stations cooperating to get the streamers attached to car bumpers.

**'FOREMAN TOM' CONTEST**

With six bicycles as incentive, Milwaukee youngsters took time out from summer vacations to write letters on the meaning of the pledge taken by members of the “Foreman Tom B Square Ranch Club,” an activity of Foreman Tom program on WTMJ-TV Milwaukee. Three boys and three girls bikes were awarded to the six children who submitted the best letters.

**PROMOTION ON INCOME**

Latest promotion brochure released by WOWO Ft. Wayne, Ind., concentrates on the fact that “the average man in WOWO-Land earns an income far above the national average.” Claim is backed up with statistics on incomes in the station's market and points to advantages of reaching a well-heeled audience through WOWO. Booklet also features reprints of WOWO newspaper ads and billboard displays.

**WLW WINS CONTEST**

Winner of a promotion-publicity contest held this summer among stations over 5 kw which carried Pure Oil Co.'s News Time program is WLW Cincinnati. A wall plaque praising WLW's campaign on behalf of the oil company's "Name the Old Cars, Win a New Car" contest has been sent to the station.

**PUBLIC SERVICE SCHEDULE**

Arrangements have been completed by WHLI Hempstead, L.I., with schools and major industrial firms on Long Island to broadcast public service announcements this fall and winter. In the event of bad weather, the station will carry "No School Today" announcements when requested and also notices to industrial plant employees if plants are forced to close.
CREWS from WOKE Oak Ridge, Tenn., were more than slightly busy during the last week of August.

From Aug. 27 through Aug. 30, WOKE crews were working between the Woodland Shopping Center in Oak Ridge and the Anderson County Improvement Board’s offices. At times, there were as many as 25 men working at these two locations.

The crews were occupied with everything from setting up new equipment to installing new lines. In addition, they were also engaged in various repair jobs.

The work continued until the last day of the month, when all operations were suspended. The crews then prepared for their next assignment, which will be starting on September 1.

ALBERT J. JOHNSON (r), KOY Phoenix, NARTB District 16 director, was welcomed to the Coronado, Calif., meeting by these San Diegans (1 to r) Howard L. Chernoff, KFMB-AM-TV; Charles E. Solik, KCBQ; Mayor John Butler; Thomas E. Sharp, KFSD, and Rear Adm. John Roper, commanding officer, 11th Naval District.


Registration for NARTB District 16 (Ariz., Calif., Nev.)

Held at Coronado, Calif., Sept. 8-9

Dist. 16 story, page 48; Dist. 15 registration on page 103

NPA STATUS

Future is in Doubt

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There was speculation that the agency may be de-emphasized, with lesser or subordinate roles for electronics and other client groups within NPA held out as a possibility in the event of a mobilization realignment. There may be no action, however, until after the election. Except for the steel strike, broadcasters and manufacturers have found materials in growing supply.

Speculation arose following the appointment of Henry H. Fowler as new director of the Office of Defense Mobilization. He will continue as chief of the Defense Production Administration, which functions on the same level with NPA but with perhaps greater policy responsibility. A new NPA administrator will be chosen. Mr. Fowler will serve until Dec. 31.

Possibility that NPA would be merged with the Dept. of Commerce was given some credence. In that eventuality, realignment would give NPA a bureau status within the Commerce Dept. and imply a reduction of information and other personnel already instituted because of congressional fund cuts.

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September 5 Applications  

ACCCEPTED FOR FILING

| License for CP, as mod., which authorized new FM. |
| License for CP and new AM. |
| License for CP and new AM. |
| License for CP, as mod., which authorized new FM. |
| License for CP, as mod., which authorized new FM. |
| License for CP, as mod., which authorized new FM. |
| License for CP, as mod., which authorized new FM. |

| Completion Date |
| Change of Location Date |
| Approval of Studio Location |
| Renewal of License |
| Follow-up information renewal of license. |
| Change of Antenna Height |
| TENDERED FOR FILING |
| ACCEPTED FOR FILING |
| Requests Name Change |
| Requests SSA |
| WWHO Washington Court House, Ohio-SOA to operate on new FM, Sept. 19, Oct. 10 and Nov. 4. |
| KAGH Crestwood, Ark.-CP to change from 1500 to 1510. |
| Request SSA |
| WWHO Washington Court House, Ohio-SOA to operate on new FM, Sept. 19, Oct. 10 and 10 and Nov. 4. |

September 9 Decisions  

BY BROADCAST BUREAU

| License for extension of completion date. |
| License for extension of completion date. |
| License for extension of completion date. |
| License for extension of completion date. |

For Taylor and Antenna erection at its best insist on ETS
electrical tower service

there's no finer service available anywhere!

Extrude this very important project to ETS who has the experience, equipment and skilled workmen to assure a QUALITY JOB that will be pleasing to you. AM, FM, TV, and microwave towers from coast to coast. Have satisfied customers everywhere who vouch for their commendable record of dependability and quality workmanship. Save money, time and trouble by having ETS do the job. Write, phone, or wire direct, or have your contractor or supply merchant send you free brochure plentifully sent on request. Write today!

FCC actions
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BDG., D. I. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5902
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., West. 4, D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio
Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GILLET & BERGQUIST
902 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE*

LYNCE C. SMEBY
"Registered Professional Engineer"
1317 Q St., N. W.
EX. 8073
Washington 5, D. C.

Russell P. May
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE *

RUSSELL P. MAY
John A. Moffet, Associate
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CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

WILLIAM L. FOSS, Inc.
Formerly Colton & Pass Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
TV & FM BROADCASTING
Electronics, Communications
1010 Eye St., N.W., Wash., D. C.
Executive 1118—Executive 5670
(Rights-holidays, Lockwood 5-1819)
Member AFCCE*

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone ORdway 8071
Box 2448 Birmingham, Ala.
Phone 6-3754
Member AFCCE*

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO, CALIFORNIA
SUTTER 1-7545

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

R. E. STILES
Consulting Television Engineer
1003 Loyalty Building
Portland, Oregon
Phone 8252
Member AFCCE*

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hilund 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Apex, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APITOS—3352
Member AFCCE*

RAYMOND M. WILMOTTE
1469 Church Street, N.W. December 1331
Washington 5, D. C.
Member AFCCE*

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
Normandy 2-6715

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HOT 9-3266
HOLLYWOOD 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairfax Hotel, K.Y.
SS Ein Ave.
San Francisco, Calif. Mill Valley, Calif.
D/Alta 1-2106 D/Alta 8-6711
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

CRAYTON & CULVER
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7797

GRANT R. WRATHALL
Apex, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APITOS—3352
Member AFCCE*

WILLIAM M. MAYS
Executive
15, D. C.

DALLAS 5, TEXAS
JUSTIN 6100
Member AFCCE*

GRANT R. WRATHALL
Apex, California
Appointments arranged for
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Los Angeles Portland Phoenix
Box 260 APITOS—3352
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Portland, Oregon
Phone 8252
Washington 5, D. C.—Republic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairfax Hotel, K.Y.
SS Ein Ave.
San Francisco, Calif. Mill Valley, Calif.
D/Alta 1-2106 D/Alta 8-6711
Member AFCCE*

Mon., Sept. 15, 1952, on applications in
this proceeding for purpose of consider-
ing procedure to be followed in hearing;
authority to take depositions in proceeding;
(Can can make a motion to take deposits.
was in the making of the application.
(Continued on page 111)
Help Wanted (Cont'd)

Copywriter for busy independent West coast radio and TV station to handle all copy writing. Also, write and broadcast public service announcements. Must enjoy working with people and have interest in houseswives. Give complete details. Excellent opportunity with progressive employer. Box 366B, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Ohio daytime-talk radio station needs a copy writer with working experience also capable of announcing. Excellent working conditions and opportunity to use own car. Must enjoy working with people. Excellent, competitive salary. Box 369R, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Midwest regional indie wants top-notch PD to handle all copy writing in addition to running an all female audience. Experienced, qualified men and women urged to consider position. Phone or write with details at own risk. BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Television

Technical

Wanted-Chief engineer for UHF tele- vision station in Southern metropolitan market. Excellent opportunity. Please write with details, experience, and salary requirements. Write Box 363R, BROADCASTING TELECASTING.

Wanted-television broadcast technician wanted immediately for construction and permanent job. Experienced in wiring and troubleshooting. Send complete information. Write Box 381R, BROADCASTING TELECASTING.

Situations Wanted

Managerial

Eleven years of successful management experience in electronics, including ownership. Worked both coast-to-coast and in three dozen markets with stations covering all major networks. Excellent people relations. Box 367R, BROADCASTING TELECASTING.

Proven record. Presently, 250 day- time from $800, monolithic profit to last six months. Needs full time manager. Prefer Southwest, South, consider all. Thirty-five, telecamera experience. Administrative, selling, sports, news, programming, and sales experience. At- tractive salary plus commiss. Box 380R, BROADCASTING TELECASTING.

Situation Wanted (Cont'd)

Salesman

Salesman-program director-two-in-one combination for added revenue. Recent experience in salaried selling, announcing, programming. Box 328R, BROADCASTING • TELECASTING.

Announcers

Announcer-salesman for radio or television station. College graduate, 28, plump, dependable, excellent references. Contact Box 409B, BROADCASTING • TELECASTING.

Sports dominating! Make your station tops in sports. Experienced baseball, football, basketball, boxing, new or old. Must have good contact with sports and/or Midwest, Box 380R, BROADCASTING • TELECASTING.

Announcer-play-by-play, news, excellent references. Box 318R, BROADCASTING • TELECASTING.

Engineer—5½ years broadcasting experience. First phone. Desires good salary as transmitter operator. Box 418R, BROADCASTING • TELECASTING.

First phone, no station experience, six years radio mechanic. Box 106, Kansas City, Missouri.


First class ticket. Experience various phases baseball and football. Draft exempt. Thorough background. Make application. Phone or register. Box 99R, BROADCASTING • TELECASTING.

Desire to talk to radio and television producers. Box 318R, BROADCASTING • TELECASTING.

Production-Programming, Others

Anyone seeking midweek for TV movies in Germany or Europe? Be informed, contact Production Manager, Box 381R, BROADCASTING • TELECASTING.

Real local news editor, not newspaper copy cat. 9 years radio. Highly qualified for new opportunity. Box 404R, BROADCASTING • TELECASTING.

Attention! Experienced news director now available. Excellent references. Box 393R, BROADCASTING • TELECASTING.

Copywriter-announcer, 29. Eight years experience, four stations: Two 5 kw AM, one 3 kw FM, one metropolitan. Solid network preferred. Box 256R, BROADCASTING • TELECASTING.

Program directing-executive, experienced, top rating. Supervise complete programming and on-air operation. Excellent references. Box 420R, BROADCASTING • TELECASTING.


Situation Wanted (Cont'd)

Technical

TV applicants—Chief engineer 5 kw Midwest AM station and engineering consultant for small and medium television station. Former network TV engineer and superintendents. Must be able to produce and/or supervise entire television station. Must have experience. Box 319R, BROADCASTING • TELECASTING.

Engineer, experienced, licensed. Desire to discuss opportunities with building management or small and medium television station. Box 405R, BROADCASTING • TELECASTING.

For Sale

Situation Wanted (Cont'd)

For sale on or about January 1, 1953 one OF six bay supermarantic model TV-14F gain 64 complete with de- corder and delivery control. Also, one RCA FM four section pylon antenna type 44E-NS. Box 313R, BROADCASTING • TELECASTING.

50,000 feet new #10 Copper wire ground lead from No. 1 klystron panel to No. 1 klystron. Box 381R, BROADCASTING • TELECASTING.

New or 40-cw phase monitor, 900 feet RG8U coax. For further information contact Cliff Connan. Chief Engineer. WEAR, 3114 W. 41st St., Chicago 21, Ill.

(Continued on next page)

FARM DIRECTOR

50,000-watt network station interested in interviewing well established midwestern farm director. Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

Equipment, etc.

For sale on or about January 1, 1953 one OF six bay supermarantic model TF-14F gain 64 complete with de- corder and deliver control. Also, one RCA FM four section pylon antenna type 44E-NS. Box 313R, BROADCASTING • TELECASTING.

90-40-cw phase monitor, 900 feet RG8U coax. For further information contact Cliff Connan, Chief Engineer. WEAR, 3114 W. 41st St., Chicago 21, Ill.
FCC Record Wanted 30th Write diana. Magnecorder 25 is Box ING Want used all new, 92400.00, able November 3rd. rowan

INTERCASTING Engineer head. INTERCASTING

FOR SALE

FARM DIRECTOR

Texas Indie $75,000.00

Midwest $50,000.00


SAN FRANCISCO Lester M. Smith 283 Montgomery Bldg. Exekible 2-5827

$10000-watt network station interested in interviewing well established Southwestern farm director.

SCIENTIST ROLE

UPTOWN

Unlited Paramount Theatres, whose merger with ABC is currently awaiting FCC decision, last week declared a dividend of 5 cents a share on outstanding common stock. President Leonard H. Goldenson, announcing the board's action, said the dividend is payable Oct. 17 to stockholders of record on Sept. 26.

WANTED TO BUY

Help Wanted

SALES MANAGER WANTED

... for one of the nation's best known 50,000 watt net work affiliates in a major Midwest market.

WANTED TO BUY

Equipment, etc.

Wanted—Used 5 kw AM transmitter. Box 318R, BROADCASTING • TELECASTING.

Wanted—Used transmitter, frequency monitor, Western Electric 25-B console. KEAR, San Mateo, Calif.

wanted—Kilowatt AM transmitter, frequency monitor, Western Electric 25-B console. KEAR, San Mateo, Calif.

WANTED

... for one of the nation's best known 50,000 watt net work affiliates in a major Midwest market.

SITUATIONS WANTED

Announcer

MORNING MAN

Nationally recognized one of nation's tops. Now top man in highly competitive market. Over 15 years radio. $10,000 minimum. Box 43S2R, BROADCASTING • TELECASTING.

Production-Programming, Others

Our chief engineer announces job as PD at Wayne station in attractive, fast growing community. 25, a family man, with engineering and business experience. To cost you tell us your needs today.

Howard S. Frazier
TV & Radio Management Consultants 708 Bond Bldg., Washington 1, D. C.

FOR SALE


B. Hillman Bailey, Jr. e/o K51G Crowley, Louisiana

FOR SALE

Several RCA image orthicon camera chains without lenses. Box 2248, BROADCASTING • TELECASTING


FARM DIRECTOR

10,000-watt network station interested in interviewing well established Southwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please list complete qualifications and enclose photograph. All inquiries will be held in confidence. Unusual opportunity for advancement. Box 416R, BROADCASTING • TELECASTING.

FOR SALE

Equipment, etc.

For Sale Equipment, etc.
FCC Actions
(Continued from page 106)
positions in proceeding re application.

Cable Television Inc., Omaha, Nebras-
KAEN Bethune, Ita.—Mod. CP which

KXWT St. Cloud, Minn.—Tendered for

September 11 Applications... ACCEPTED FOR FILING

KXCH Galena, Ks.—To be ready

September 11 Applications... ACCEPTED FOR FILING

KXCON Monroe, La.—Mod. CP which

KXMBY Clearwater, Fl.—To be ready

KXMR Mexican, Tex.—Mod. CP which

KXOK Oklahoma City, Okla.—To be

September 11 Applications... ACCEPTED FOR FILING

KXOB Laughing, S.D.—Mod. CP which

FCC roundup
New Grants, Transfers, Changes, Applications

box score

September 11 Applications... ACCEPTED FOR FILING
Modifications of CP
KVOM Morristown, Ark.—Mod. CP which

KXFC Fort Collins, Colo.—To be ready

KXBA Belen, N.M.—To be ready

KXFZ Portland, Oreg.—To be ready

September 11 Applications... ACCEPTED FOR FILING

September 11 Applications... ACCEPTED FOR FILING

September 11 Applications... ACCEPTED FOR FILING

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September 11 Applications... ACCEPTED FOR FILING

September 11 Applications... ACCEPTED FOR FILING

September 11 Applications... ACCEPTED FOR FILING

September 11 Applications... ACCEPTED FOR FILING
MODIFICATION OF CP
Change in ERP
KFTV (TV) PORTLAND, Ore.—Em- phasis in the LOC was that the station’s signal is stronger, especially in the northwest quadrant of the city. President Pretlow indicated that the station is one of the strongest in the area.

NON-COMMERCIAL
Chernoff Urges Calif. Meet
METHODS of utilizing the eight non-commercial educational channels reserved by the FCC for California should be discussed in a statewide conference, Howard L. Chernoff, general manager, KFMB-TV San Diego, has suggested.

Robert Burgert, San Diego chairman of a PTA radio-TV group, said the California Congress of Parents and Teachers would support a TV educational system only if it is supported by state taxpayers. He described educational TV as "just charge on all the people of the state."

Dr. Enstrom foresees the use of TV more widely by church and schools. Of educational TV stations, he said:

"We may soon evolve a pattern of educational education that represents evening classes and correspondence courses. We may have our own teach- ers, of course, as is being done in Europe. Television courses can bring the classroom directly into the home. The future will show the world that we have not coined a formula, but have a solution that will enable a revival of personalized democracy."

Over the Transom
NEW TV grantee’s future for business is indicated in the experience of WAFB Baton Rouge, La., awarded a permit for uhf Channel 29 several weeks ago and planning start of operation in February 1953 (B&T, Aug. 18).

The techniques of TV, Dr. Enstrom said, have spilled over to radio, pictorial communications, electron microscopy and have brought new ideas in tubes and circuits.

"It has also had its effect in social, cultural and political spheres," he said.

Referring to the election campaign, Dr. Enstrom said:

"At the moment we are in the midst of pre-election fanfare which should not obscure the important fact that the American voter is getting a broad first chance to judge the presi- dential candidates, platforms and election campaign before he may have a basis for his political convictions."

It will enable a revival of personalized democracy, he said, that may be installed through the town meeting or through a public debate between candi- dates.

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Mr. Chernoff, who is the new TV mastermind behind KFMB, said the conference to be attended by the Sacramento telecasts will be a "majority of commercial telecasters" that they would "be faced with strong competition if educational stations take the air."

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FIRST consumer magazine advertise- ments designed to explain TV service- men’s accomplishments and problems are being used by General Electric’s Tube Dept. in Life and Collier’s Sept. 8 and Oct. 4, respectively.

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FIRST consumer magazine advertise- ments designed to explain TV service- men’s accomplishments and problems are being used by General Electric’s Tube Dept. in Life and Collier’s Sept. 8 and Oct. 4, respectively.
determine which of the current trends in feature film purchasing will you follow.

Library Deals. Big distributors, such as MPTV, and a few others, have enough features to offer you their entire library in your market on an exclusive basis. The number of runs may or may not be restricted, depending on the deal. Such library deals offer economical programming with greatest flexibility, but do not insure the top quality in every film which might be needed for certain prestige shows.

Single Package Deals. There are many groups of features, some of which are top-draw products. A sample is the Peerless Television package (Edward Small features). There are many such packages with many distributors, and it is these packages, to varying degrees, which replace the independent film in film programming. More expensive, to be sure, but quality. Such packages may be bought for a premiere run in your market, or more generally, for a specific number of runs in a specified time. The latter arrangement becomes almost standard for film purchasing except for single-sponsor shows. This is due to the advantageous amortization schedules which can be effected.

Agency Representation. Purchasing can be very tricky and requires great deal of study before it learns to amuse some serious thinking about letting a group-purchasing agency (e.g., Mallard TV) handle your film purchasing, especially if yours is a small market. Group purchasers can wield more buying power, will probably have better contacts and, because they act for many markets simultaneously, can be expected to be of importance to each. Moreover, they can probably do a more efficient job of film inspection, expediting returns, etc.

Legallities: Union and guild restrictions, original screen credits, music clearance, and many other aspects of each given feature must be carefully examined by the station here, a word of caution. Many stations have accepted and used questionable films (from the standpoint of satisfaction of these clearance requirements) on syndication and independently the distributor. This indemnification is not enough to cover the cost of the rights for a distributor to compensate the station for possible losses which may result from suits brought by unions, composers, previous owners, etc. However, an indemnity is only as good as is the distributor's financial standing. One way to strengthen this indemnification is to ask the distributor to take out a policy insuring against such losses. Obviously, such an insurance policy protects the distributor as well as the station. A company writing such policies now is Lloyds of London.

Editing:

Editing generally falls into three classifications: Cutting to proper time length to fill a TV program (this is the most obvious material and cutting for insertion of commercials.

Cutting to Time. One of the most important men on the staff of any station is the "poor unfortunate" who falls the responsibility of editing. Here, training is all important. Where possible, Hollywood training and backstage should be sought. You can not cut a picture by merely "taking it from the top" or chopping out sequences. We have proved this conclusively. A single film may require a whole day of cutting, as was cut by different men in our shop—one, a long experienced Hollywood editor, and the other, a newcomer who was being taught the ropes. On one hand we emerged with a beautiful love story, building to a powerful ending of shattering impact . . . run- ning time, 1 hour 45 minutes. On the other hand, we had a weak film which gave the impression that the heroine was a girl of very questionable morals. To cut a film down to 98 or even 44 minutes takes know-how. We exchange scene sequences, remove or insert flashbacks, and do a really pains-taker job—never to merely cut off time, but to present the best entertainment we can within a given time limit. As a sign over the desk of one of our editors says, "Any fool can make a 90-minute film. It takes a genius to make it look better in 50 minutes."

Removal of Objectionable Material. Screening and cutting material which may be in bad taste is a big job. Many popular British films, which are generally more realistic than American productions. However, scenes must be removed with extreme caution, always keeping in mind how pertinent they are to the story line.

Breaks for Commercials. And then there are the commercials—praised be the sponsors. In this competitive field, we have a difficult job to do. According to taste, we may decide to insert a commercial at any place. Wait for that transition of thought, after the big scene. Actually, with enough experience, films can be cued in terms of page, paragraph, and chapters. Try to learn this trick and insist upon proper placement of commercials, at the end of a chapter, and watch the improvement in the over-all show.

Handling:

Just as a live set is cleared and made ready for the next show, any film edited for air must have cuts restored before being sent back to the distributor. This is an obligation the station must live by. With prints being circulated to stations across the country, the distributors take the responsibility of checking and "healing" a print that goes out. But in all fairness they cannot do so unless they get back all original footage. Careful records should be maintained so that each deleted item can be replaced as a prospect. This is a responsibility that stations have, not only to the distributors, but certainly to other stations as well.

Future of Film Programming:

With the success of feature films on television today, the question growing in importance daily is, "Where is product going to come from tomorrow?" Certainly the Hollywood studios are not going to open the doors of their vaults. It is just not financially feasible right now, and probably not for another two or three years. Before this golden day comes, the whole economic picture of television will have changed, including a tremendous increase in the number of stations. Probably the main hope for the immediate future will have to lie with the independent producers whose pictures don't warrant the theatrical re-issue, and yet might make good television fare. We emphasize the word "hope" because the independent film is far from a promised land. There have been several leading theatrical independents who have initiated speculation. These independent films not only failed to make a killing in television, compared to theatrical revenue, but have actually found their theatrical business quite adversely affected.

Perhaps there are to be some more pictures made available by banks which hold foreclosures on them, but even the number of films which can be purchased (when one is released) is comparatively small, numbering a total of some 30 films. The pickings for first-run films are going to be slim, and sharp buying must be done on the part of stations and advertisers as well as on the part of film distributors, to whom new films represent a new product.

There is, at this time, a great deal of interest in foreign films for which English sound tracks are to be dubbed. Costs aren't small for reaction in the job market, and some are seeking some dubbing techniques which have attained unbelievably amazing results. This might be a very important source of material, but there are two major results. First, it would bring to the television home a sense of reality and directness in story and acting which has been typical of good foreign films. Second, it might educe a great many people to the values of foreign films.

Most of the foregoing does not apply to special television films—the series of 13 or 26 minute films planned, produced and sold exclusively for television. Most popular lengths are the 13 and 26 minute, but there have been successful series in five minute, three minute, and one minute lengths. In such films, the problems of length, union, clearances, continuity, etc., have already been solved by the producer prior to his first sales pitch to the station or advertiser.

Of course, there is no ceiling on the amount of special film for television. In fact, so much is being released that the much heralded "residual value" of such packages seems to be generally threatened. As stations have been warned to be skeptical. With the station again faced with determining whether it should play the second run of one series, or for several series, the first run of a new package.

Still, due to the nature and advantages of film programs, possibility of recouping program costs currently sharing the program cost, flexibility, and selectivity of markets, elimination of on-air errors, etc., and with the programming success stories of feature films, there can be no doubt as to the ever-growing importance of film in television programming. However, present day producing and financing methods for these series may have to be revised.

There are many case histories to document the place films have earned in television. On the network programming level, they are currently sharing the spotlight right along with the top live shows in terms of popularity-ratings. In addition, from the local station programming standpoint, films, and especially features, are doing an outstanding job of providing maximum entertainment for the smaller budget, while providing an excellent medium for attracting local advertisers. Also, of course, the use of 20-second and one-minute commercial features shows are greatly helping national advertisers pin-point their sales messages in specific markets.

Thus, there can be no denying the importance of film as profit-making medium in the community and as a vehicle of entertainment in proportions almost impossible to duplicate, especially in the case of feature films.

This, then, is the film story as related to television today—an exciting story to be sure, and one which has merely begun.
RAYTHEON ELECTION, QUARTERLY DIVIDEND

RE-ELECTION of officers and election of directors for coming year reported Friday by Raytheon Mfg. Co., Waltham, Mass. Company also reported that regular quarterly dividend of 60 cents per share of $2.40 cumulative preferred stock was paid Monday, Oct. 1 to holders of record at close of business Sept. 15.

Officers re-elected: Charles F. Adams Jr., president; David T. Schults, vice-president; and treasurer; Wallace H. Coogler, comptroller; Norman R. Krim, David R. Hull and Ivan A. Get-
ting, vice-presidents; Paul F. Houck, secretary and general counsel; J. E. Smith, G. E. Bertram, Henry P. Argento and John A. Bredie, assistant vice presidents; Allen E. Reed, comptroller, and Elmer J. Gorn and Ruth E. Kapp, assistant secretaries.


Mr. Adams, reviewing company's achievements in past year, noted that Raytheon's radio and television activities had constituted problem, but added that sale of new sets has improved and that need is to meet demand by increased production.

WRITERS GUILD TO MEET

WESTERN Region of Radio Writers Guild meets tonight (Monday) in Hollywood to map plans to strengthen organization, from which half of its effective council and nearly 40 percent of writer members have resigned within past few weeks. It will be first membership meet-
ing since Authors League of America ordered support of Writers Guild strike against Alliance of TV Film Producers. Strike is now in sixth week.

WOULD EXPAND ISSUES

TWO MORE TV applicants petitioned FCC Friday to enlarge and clarify issues in their respective comparative hearings. They were Portland Television Inc., in Channel 8 proceed-
ing at Portland, Ore., and WDWM Superior, Wis., in Channel 6 proceeding in that city. Portland Television asks inclusion of issue to compare educational and news programming to be served, earlier opposed by FCC counsel (B&T, Sept. 1). While WDWM asks issue on Sec. 307(b) compar-
tion (see story page 79). Portland Television opposes league earlier KEX Portland petition to enlarge issues.

NEW SELLING TECHNIQUE

WNBT (TV) New York introducing new kind of "personalized selling" technique designed to cut advertisers' costs by utilizing 20, 30, 40 and 60-second live action break announce-
ments. Station has fully equipped small studio, called "house of station breaks," solely for this project and claims costs will be reduced by savings on films. First advertiser using tech-
nique, starting today (Monday), is Robert Hall clothes.

POSTPONEMENT

POSTPONEMENT of Canton, Ohio, Channel 29 TV hearing from Oct. 1 to Dec. 8 asked of FCC Friday by WCMO Canton on grounds principal witnesses, S. L. Huffman, president-general manager and 50% owner; following Aug. 26 heart attack, can't resume activities until mid-November. WCMO's bid in compet-
tition with that of WHBC Canton.

SPEED UP 'IN REVERSE'

TEMPORARY processing procedure set up by FCC to expedite TV to cities without service and to stimulate uhf is working in reverse, WFGP Atlantic City charged Friday in petition for revision of FCC's rules, which is in progress to cities in Group A (without service) and Group B (with service), WFGP said it didn't know when Commission might reach its bid for uhf Channel 46. Atlantic City is No. 66 on A-2 line. WFGP suggested transfer of uhf communities in Group A to priority positions in Group B or acceleration of Group A and deceleration of Group B processing. FCC made three more grants in Group A earlier in week (see page 79).

MAYO SALES DIRECTOR

APPOINTMENT of Robert C. Mayo, sales manager of WOR-TV since 1949, as sales di-
tor was announced Friday. He is succeeded as sales manager by John F. Sloan, general manager of WPAT Paterson. Mr. Mayo joined WOR sales in 1940 and was previously with CBS and WCBS New York sales staffs. Before going to WPAT in 1946, Mr. Sloan was WCBS account executive. Appointments follow resigna-
tion of R. C. (Pete) Maddux as vice presi-
dent in charge of sales for WOR-TV (B&T, Sept. 8). (For other WOR and Mutual changes, see story page 26.)

'MEET THE PRESS' CONTRACT

DENIAL of published reports that Revere Copper & Brass is planning to change its sponsorship of Meet the Press from weekly to alternate-week arrangement made last week by representatives of advertiser; agency. St. Georges & Keyes, and owners of show, Martha Rountree and Laurence Spivak. Jack Perils, public relations representative of owners. pointed out that contract had just been signed for regular weekly sponsorship of program in its new 6 p.m. time spot on NBC-TV beginning Sunday, Oct. 5.

MILLION IN BUSINESS

NEW BUSINESS and renewals on WCBS-TV New York for August amounted to more than $1 million, George R. Dunham, general manager, announced Friday. This does not include time bought on WCBS-TV by network spon-
sors, he said.

New clients for second half of August included: Vick Chemical Co., American Home Foods, Liebherr Breweries, S. A. Schonbrunn & Co., Philip Morris, Procter & Gamble, Kirsh's beverages, and Per-

P E O P L E . . .

FRED J. HAMM, M. H. Hackett agency account executive, and HARVEY N. VOLMAR, Kenyon & Eckhardt account executive, to Geyer, Newell & Ganger, N. Y., as account supervisors.

RHEAN D. CUNNINGHAM promoted to act-
ing chief engineer of KFEL-AM-FM-TV Den-
er. He has been with KFEL for year, having aided in closed circuit telecasts of 1961 World Series.

MILTON M. SIDNEY, assistant to presi-
dent and general manager of Razor Blade Div., Marlin Firearms Co., Newark, to Pal Blade Co. and Personna Blade Co., N. Y., as execu-
tive vice president.

ALFRED A. NORTOTT, with Kenyon & Eck-
hardt, N. Y., since 1947, appointed assistant secretary.

RAY LINTON, freelance program consultant in Chicago, to Charles Michelon Inc., N. Y., radio and TV transcription program firm, as manager of company's newly established Chicago office, 360 N. Michigan Ave.

NARTSR NAME CHANGE TO BE MADE OFFICIAL

CHARTER amendment changing name of Ne-
tionals Association of Commercial Television Station Representatives to Station Representatives Asn. expected to be sent to New York State Dept. of Corporations this week, NARTSR (SRA) Managing Director Thomas Planagan said Friday. Change, authorized in prior meeting of membership, was made for simpli-
fication and to avoid confusion of NARTSR and NARTS, Mr. Planagan said. He also re-
ported appointment of three committees. Nom-
inations group, to report at annual member-
ship meeting Dec. 10, consists of Lewis H. Avery, Averty-Knodlar, chairman; Max Over-eret, Everett-McKinney, and Robert Meeker, Robert Meeker Assoc. Due committee: H. Preston Peters, Free & Peters, chairman; Adam J. Young, Adam J. Young, Inc. and Thomas F. Clark, Thomas F. Clark Inc. Auditing com-
mittee: Joseph Timlin, Branham Co., chair-
man; Martin Henry, Katz agency, and Philip Schoelder, Averty-Knodlar.

NEW TV APPLICATION

ONLY one new application filed at FCC Fri-
iday although several applicants amended or modified their original applications or GPs. Total ap-
plications filed since April 14 now 913 (see TV APPLICATIONS, page 80). New application: WPAQ Mt. Airy, N. C., uhf Ch. 55, 21.4 kw visual, 107 kw audial; antenna height above average terrain 1,480 ft., above ground 370 ft. Estimated construction cost $150,000, first year operating cost $125,000, revenue $135,000.

Modification of CP

WHUM-TV Reading, Pa., change transmitter location to 2.7 mi. SSW of Summit Station from 2.8 mi. SSW of Summit Station. Antenna height above average terrain 1,766 ft. See TV GRANT, Sept. 19.

Amendments of Applications

KNOE Monroe, La., change erp to 183 kw visual, 108 kw audial; antenna height above average terrain 1,130 ft., above ground 375 ft. Estimated construction cost $246,000, first year operating cost $174,000.

KIMA Yakima, Wash., change to show increase in number of stockholders.
KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. Women in the Heart of America know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY
RADIO STATION REPRESENTATIVES